JULY 11, 1955

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

Radio in Baltimore is

BIG!

The only way to reach every family in the Baltimore Trading Area is by radio. Radio offers 98.6% penetration of the whole Baltimore metropolitan area. No other advertising medium offers anything like this penetration. The only way to get your message to everybody is radio! Yes!—

Radio in Baltimore is

BIG!

And the big bargain buy in Baltimore radio is W-I-T-H. Top Nielsen circulation in the home county goes to W-I-T-H. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. Ask your Forjoe man for the whole story!

IN BALTIMORE BUY

WITH

Tom Tinsley, President

R. C. Embry, Vice President

National Representatives: Forjoe & Co.

AROUND FARGO, WDAY-TV PITCHES A SHUTOUT!

LATEST Fargo-Moorhead Hoopers credit WDAY-TV with an almost clean sweep of audience-preference honors. The chart shows that between 5 and 6 times as many Metropolitan Fargo families tune to WDAY-TV as to the next station.

Look at the sets-in-use—a whopping big 65% at night!

Although Metropolitan Fargo represents an important segment of WDAY-TV's coverage, it's not the whole story. WDAY-TV is also the preferred station in *most* of the heavily-saturated Red River Valley. Ask Free & Peters for the proof.

HOOPER TELEVISION AUDIENCE INDEX
Fargo, N. D. - Moorhead, Minn. — Nov., 1954

	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

(*Adjusted to compensate for fact stations were not telecasting all hours)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

FREE & PETERS, INC.
Exclusive National Representatives

NOW

KCRA
KCRA-TV

WITH

EDWARD PETRY & CO. INC.

KCRA, Inc., Sacramento, takes pleasure in announcing this appointment effective immediately.

KCRA-TV, Channel 3, goes on the air in September. It will be NBC-TV Basic, operate on 100,000 watts, video, and cover 417,500 families, equivalent to the 13th metropolitan market in the U.S.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV

NBC • CBS • DuMont

LANCASTER, PA.

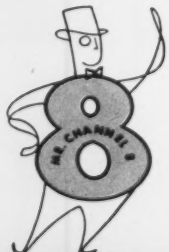
Channel 8

Mighty Market Place

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

The super-powered voice of WGAL-TV directs your advertising message from its mountaintop transmitter location to the rich, vast Channel 8 Mighty Market Place, where nearly 3½ million people have $5½ billion to spend. For sales results that are something to crow about, **buy WGAL-TV.**

STEINMAN STATION
Clair McCollough, Pres.



316,000 watts

Representatives: **MEEKER TV, INC.**
New York • Los Angeles • Chicago • San Francisco

closed circuit

FOUNDATION AID SOUGHT • New technique in fact-finding inquiries by Congress being undertaken by Senate Commerce Committee in its television investigation through enlistment of big foundations like Ford and Carnegie. Chairman Magnuson (D-Wash.) and his chief counsel, Sidney Davis, it's learned, have been working quietly to get Ford and Carnegie to research political and free speech aspects in broadcasting for committee's benefit and preliminary reaction is understood to be favorable.

B•T

CHAIRMAN Magnuson 10 days ago conferred with Dr. Robert M. Hutchins, head of Ford's Fund for the Republic, on project on political broadcasting (Section 315 of existing law specifying equal time for qualified candidates for public office) which has engendered controversy on Hill and among broadcasters. And Mr. Davis last Friday was in New York to pitch to Carnegie executive suggestion that exhaustive study of censorship (Sec. 326) be undertaken for Congress' benefit. Projects, if undertaken, would be conducted alongside ad hoc *engineering committee set up under Magnuson mandate [B•T, June 27, 20), as advisory to committee.*

B•T

DE-INTERMIXTURE DATE • Broadcasting's two top chairmen—Magnuson of Senate Commerce Committee and McConnaughey of FCC—huddled last Friday on state of communications, with selective de-intermixture of uhf-vhf at top of list. FCC chairman advised that there's little prospect of deciding bellweather deintermixture cases argued last month [B•T, July 4] until after Labor Day. He advised there were several weeks of staff work to be done, and that issue is too important to rush off with curbstone opinions. Assurance reportedly given that FCC isn't slowing down its consideration of mixed allocations problem because of functioning of Magnuson's *ad hoc* engineering allocations committee.

B•T

BOMBSHELL tossed at FCC meeting last Friday on de-intermixture by Comr. Rosel H. Hyde, who suggested FCC take look at whole problem of tv allocations from economic, rather than pure allocations aspect. Comr. Hyde reportedly urged reexamination of allocation principles because present plan does not take into account operation of "economic forces" in such manner as to encourage development of full competitive tv service. Since deintermixture was not on agenda, Comr. E. M. Webster reportedly questioned consideration at this time and matter went over for further discussion, presumably this week or next.

B•T

MRS. HOBBY'S PLANS • Mrs. Oveta Culp Hobby will submit her resignation as Secretary of Health, Education & Welfare any day now; in fact it's said she proffered it to President Eisenhower last Friday at White House. Once resignation is announced, Mrs. Hobby will become president of Houston Post Co., which owns KPRC-AM-FM-TV. Her husband, former Gov. W. P. Hobby, will move to board chairmanship. Mrs. Hobby, prior to acceptance of Cabinet post, had been executive vice president of Houston properties and originally had intended resigning earlier. Polio vaccine case caused her to defer action rather than retire under fire, however ill-merited.

B•T

SOMETHING new will be awarded at Radio Advertising Bureau's first radio advertising conference this fall. Gold medals will go to national and regional advertisers and their agencies for radio commercial copy adjudged best by group of agency top-notchers, according to plans now being formulated. Conference, designed as full-dress convention of RAB with agency and advertiser executives collaborating with broadcasters on best uses of radio as advertising medium, will be held Oct. 13-14 at Waldorf-Astoria in New York.

B•T

UHF IN HARTFORD • CBS purchase of ch. 18 WGTH-TV Hartford (see story page 86), after NBC bought Hartford area uhf months ago, gave rise to question whether ABC might also seek uhf in area thus making Hartford market scene of three-network operation in uhf. Top ABC executive told B•T, however, network now has no plans for uhf acquisition anywhere.

B•T

NEW nationwide television set census will be undertaken by A. C. Nielsen Co. if industry, now being circularized, indicates support of such project. Count would be along lines similar to count made by Nielsen in spring of 1952. Firm currently is querying all segments of industry—stations, networks, advertisers, agencies—for views as to need.

B•T

TELEVISION CITY • Despite whooped up talk of new tv city on Long Island, major networks are still thinking in terms of wide open spaces, probably north of Manhattan, where horizontal structures rather than skyscrapers can be built to accommodate tv needs, notably elbow room required for color production. Whereas proposal pitched by New York City Construction Commissioner Robert Moses contemplated about 10 acres, experts feel that to accommodate only two networks (say CBS and NBC) at least 100 acres would be needed. If and when decisions are reached on development of tv town in New York area, it's probable that events in Hollywood would be duplicated. After first broadcast studios were established in downtown Hollywood by CBS others moved into same general area and related businesses, notably advertising agencies, flocked in from Los Angeles proper to Hollywood "Radio City" radius.

B•T

APPLICATION for transfer of KMYR Denver to group headed by William B. Dolph and Herbert L. Pettey expected to be announced this week as part of formation of Dolph-Pettey Broadcasting Co., broadcast station management group. Transaction, overall, may involve $150,000. Denver independent, now operating on 1340 kc with 250 w, holds construction permit for 710 kc with 5 kw. Station would be purchased from F. W. (Bill) Meyer and his brother Al G., latter now general manager. Sequel to transaction will be filing of intent with Securities & Exchange Commission to issue securities to cover KMYR and also one-third of capital stock of KULA-AM-TV Honolulu, owned by Dolph-Pettey group, plus associates. Security underwriters in Cleveland and Chicago will be involved.

B•T

'TOAST' COMPETITION • ABC-TV, now dickering for Class A quality feature films—reports have dates of films as recent as 1953—to place in Sunday, 7:30-9 p.m. period next fall, is said to be close to decision. Ninety-minute film program would be offered to advertisers on participation basis, it's understood. Network believes this formula could compete with highly rated *Toast of the Town* on CBS-TV in 8-9 p.m. period and also with Colgate-Palmolive on NBC-TV whose *Comedy Hour* only few weeks ago (June 26) suffered 35.6-to-5.0 setback by *Toast* in Trendex ratings. That showing against Ed Sullivan's seventh anniversary program reportedly has C-P pondering change.

B•T

LOOK for big push by RCA on color tv set sales this fall—in combination with NBC's color spectaculars. (CBS is going heavily into colorcasts this fall, too.) Unconfirmed report is that RCA will halve price of color sets through new development, whether single gun tube, simplified circuitry or what is unknown. Price of RCA 21-in. color set today is $795.

B•T

ANSWER TO 'TODAY' • In its determination to come up with children's show to compete successfully with J. Fred Muggs and Dave Garroway on NBC-TV's *Today*, CBS-TV is retaining Martin and Alan Stone and Eddie Kean to create and produce new format for hour-long kinescope. Show would replace current *Morning Show* and be based on familiar world of child rather than fantasy, with emphasis on education in variety type structure.

POWER
POWER
POWER

Power is the only answer for the advertiser who wants to get more for his money in 1955-1956

Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this great area. Use the power of WSB plus WSB-TV and you reach them all. These *first* stations used individually or as a team, give you a lower audience cost per thousand than can be obtained on any other Georgia station or combination of stations. Get more for your money— get on WSB and WSB-TV.

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution

at deadline

Gleason Returns to DuMont To Use Electronicam System

JACKIE GLEASON's *The Honeymooners*, 30-minute film show to start Oct. 1 on CBS-TV, will be filmed beginning Aug. 16 by DuMont's Electronicam tv-film system, Ted Bergmann, managing director of Allen B. DuMont Labs' Broadcast Div., was to announce today (Mon.). Contract, signed by Jackie Gleason Enterprises and DuMont, runs for three years and calls for production each season of 39 programs in black-and-white on 35mm film. Jack Philbin was named executive producer.

Honeymooners was part of high-priced contract negotiated by Mr. Gleason with Buick Div. of General Motors.

Production will be at Adelphi Teletheatre, New York, where comic Gleason, as star of DuMont's *Cavalcade of Stars*, started on road to tv fame. Mr. Gleason said that DuMont's system will permit his group to retain spontaneity and bounce of live show, using same crew as in live production and permitting cast to work as before. Electronicam will allow show to be produced in about same time that was necessary for live telecast, he said. Played before audience, filmed show will permit reaction as if it were live, Mr. Gleason noted, adding that no canned laughter will be used.

CBS Radio Thinks Stations Will Buy One-Rate Plan

CBS Radio officials said Friday that station response to their new affiliation contracts—which among other things set up single rate for day and evening time (but without reducing actual costs to advertisers) and provide for one-year reduction of 20% in station compensation [B•T, July 4]—is "just terrific." They figure that, with last Monday's holiday, affiliates for most part didn't get new contract forms until Tuesday or Wednesday. By Friday they estimated they had received acceptances from around 50 stations. These represent 40-42% of network's U. S. rate card—almost half of 85% needed to put new plan into operation. Nor had there been any turndowns. July 15 is target deadline for reply. One-rate plan and one-year cut in station payments would become effective Aug. 25.

WMID Is Cleared In Initial Decision

CLEAN bill of health for WMID Atlantic City, N. J., was given Friday in initial decision by FCC Chief Hearing Examiner James D. Cunningham which recommended that WMID be granted renewal of license and transfer of control from Richard Endicott to Arthur A. Handler and Joseph F. Bradway. Examiner found WMID had discontinued questionable horse race programs, now carries only three shows during racing season and they are not of value to any illegal gambling interest.

Examiner also concluded "there is no probative evidence which would support a determination that Joseph J. Slotoroff, Richard Endicott or Edwin E. Kohn ever held an ownership interest in the applicant which was concealed from the Commission."

CLINCHER

SIGURD S. LARMON, Young & Rubicam president, who has spent many hours attempting to sell Washington politicians on virtues of advertising in accomplishing difficult tasks, probably presented his most effective argument Thursday, when his Madison Avenue touch on five-iron gave him hole-in-one on 155-yard third hole at Burning Tree course in Washington. His impressed audience included President Eisenhower and Reps. Charles A. Halleck (R-Ind.) and Peter Frelinghuysen (R-N. J.), other members of foursome.

Orson Welles, CBS-TV Plan 90-Minute Color Programs

SIGNING of Orson Welles by CBS-TV to direct and star in series of 90-minute filmed color productions during 1955-56 season is being announced today (Monday) by Hubbell Robinson Jr., CBS-TV vice president in charge of programs. Mr. Welles will be supported by all-star casts in vehicles based upon contemporary and classical plays and novels, with George Du Maurier's "Trilby" being considered as first production, in which Mr. Welles would enact role of Svengali. Series will be co-directed by Theodore Sills and produced by Harry Saltzman. Mr. Robinson said starting date of series, number of programs and other details will be announced shortly.

MGM, ABC-TV Detail Plans

NEW ABC-TV *MGM Parade* program [B•T, June 27] will be telecast 9 p.m. EDT Wednesdays, following ABC-TV *Disneyland*, starting Dec. 14, network and studio decided at Hollywood meeting last week. Appointment of Leslie Peterson as executive producer and George Murphy as host-director of series also announced with Thomas M. Lufkin ABC-TV coordinator at MGM studios.

British Buy U. S. Shows For Their Commercial Tv

NBC Film Division announced Friday its *Inner Sanctum* and half-hour *Hopalong Cassidy* programs have been sold to Associated Rediffusion Ltd., London, to be placed on British commercial television. These programs will be carried in London area this fall.

HUNTER IS HIT

OFFICIAL Films, New York, is set to announce one of largest spot sales in syndication history, involving purchase of Official's *The Hunter* series in about 250 markets by Tafon Distributors Inc., Los Angeles (health products). More than $1 million in time and product said to be involved in transaction. Series will kick off in mid-August. Agency for Tafon is Frank J. Miller Adv., Los Angeles.

• BUSINESS BRIEFLY

ROYAL RADIO SPOTS • Standard Brands (Royal Instant dessert), N. Y., planning radio spot announcement campaign to start late July for six weeks in about 20 markets. Ted Bates & Co., N. Y., is agency.

BISHOP BUYS • Hazel Bishop Inc. (Hazel Bishop lipstick, Complexion Glow, nail polish and compact make-up), through Raymond Spector Co., buys Douglas Edwards' 12-12:05 p.m. newscasts on *Wendy Warren and the News* (Mon.-Fri.) and five-minute Mon.-Fri. segment of *Fred Robbins Show* (3:30-4 p.m.), both on CBS Radio.

EVERY OTHER RIDE • American Dairy Assn., Chicago, has signed for alternate-week sponsorship of ABC-TV's *Lone Ranger* (Thurs., 7:30-8 p.m. EDT), starting Sept. 15. Agency: Campbell-Mithun, Chicago. Other sponsor of series is General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, N. Y.

FOR THE ELDERLY • Pharmaceuticals Inc. (Zarumin and Serutan), through Edward Kletter Assoc., sponsors *Life Begins at Eighty*, with Jack Barry as m.c., on ABC-TV, beginning July 31, Sundays, 9:30-10 p.m. EDT. Program was seen on ABC-TV from October 1950 to March 1952, then switched to DuMont.

REGIONAL PLAN • Greyhound Bus Lines reportedly preparing to sponsor Gross-Krasne produced half-hour tv show, weekly for 52 weeks, placing it regionally by various offices of its agency, Beaumont & Hohman.

JOINT SPONSORS • Carter Products and Pharmaceuticals Inc. sign to co-sponsor *Joe and Mabel* on CBS-TV, Tues., 9-9:30 p.m., effective Sept. 20. Agencies: Sullivan, Stauffer, Colwell & Bayles, N. Y., for Carter, and Edward Kletter Assoc., N. Y., for Pharmaceuticals.

CLOCKS ON TV • General Electric Telechron Div. (clocks), in midst of media plans for fall campaign, is understood to be considering spot television. Agency is N. W. Ayer & Son, N. Y.

KEDD (TV) Sued But Owner Says It's Still in Business

STANLEY H. DURWARD, president of ch. 16 KEDD (TV) Wichita, Kan., told B•T Friday that creditors' suit against station, filed earlier in week, was not important. He said station was enjoying good business, that Wichita was 99.4% converted and that if FCC approved its request to move reserved ch. 8 from Manhattan, Kan., to Wichita, station was prepared to construct 1,200-ft. tower and boost power to 316 kw to cover greater Wichita area. Station now operates from 711-ft. tower with 245 kw, is affiliated with NBC.

Suit asked that station be placed in receivership, was filed in Segwick County court by MCA-TV Ltd., for $5,200, and by Atlantic Tv Co., for $1,400. It listed liabilities of station as follows: Durward Theatres, $270,000; RCA, $103,000; S. H. Durward, $67,000, and GE, $61,000.

Exciting things are happening on

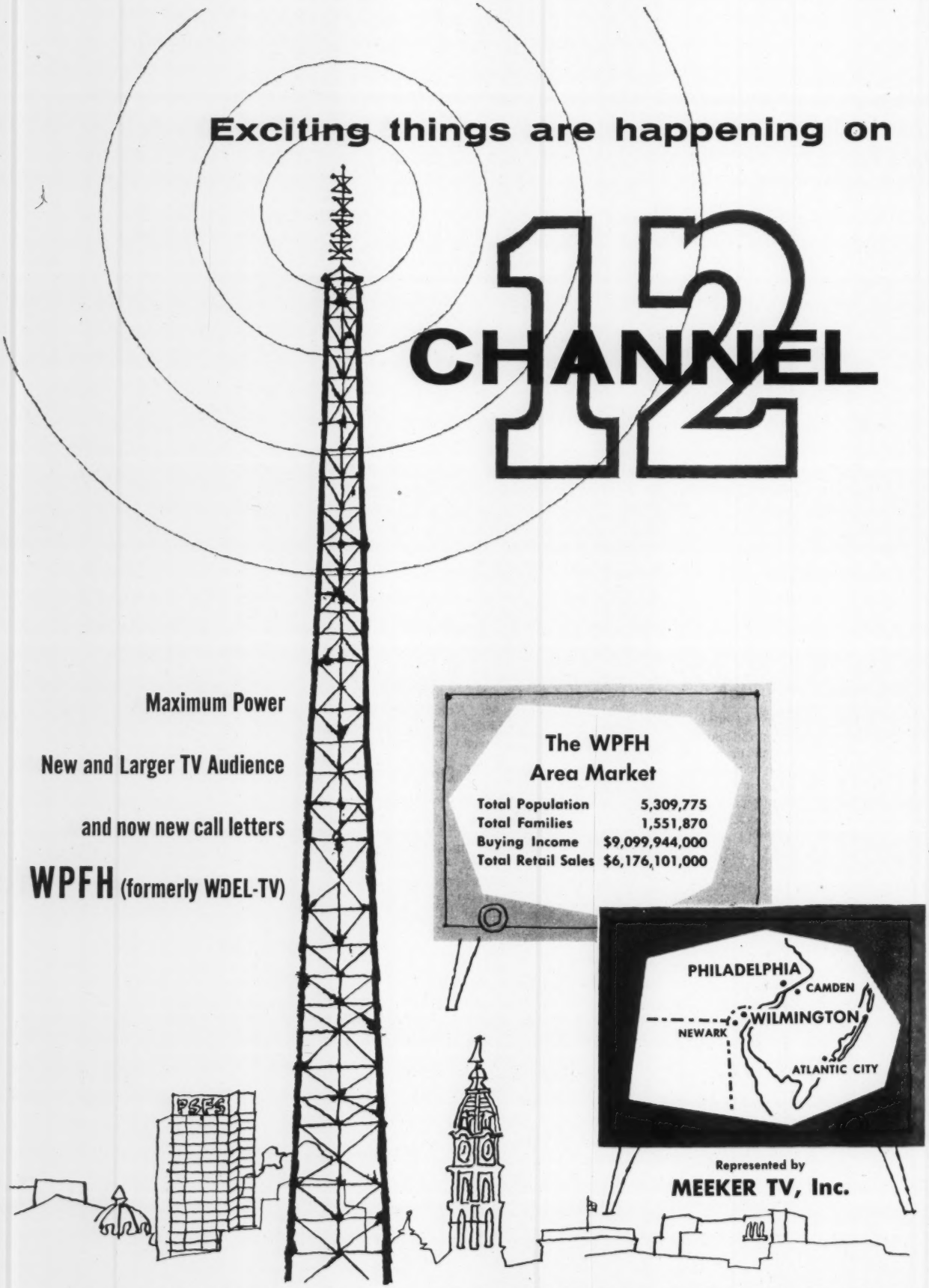
CHANNEL 12

Maximum Power

New and Larger TV Audience

and now new call letters

WPFH (formerly WDEL-TV)



Represented by

MEEKER TV, Inc.

serving Philadelphia and the Greater Delaware Valley trading area

at deadline

NBC, WBUF-TV Oppose WGR-TV Hearing Plea

BOTH NBC and ch. 17 WBUF-TV Buffalo, which network seeks to purchase for $312,000, filed oppositions Friday to petition of ch. 2 WGR-TV Buffalo which seeks consolidated hearing on all pending NBC station acquisitions, including network's $600,000-plus buy of WKNB-AM-TV New Britain, Conn., and swap of its Cleveland radio-tv properties for those held by Westinghouse in Philadelphia (story page 86).

WBUF-TV charged WGR-TV's petition "is filed in bad faith and has as its purpose the perpetuation of WGR-TV's dominance in the Buffalo market." Noting public has invested $8 million there in uhf, station said its sale to NBC "would materially assist uhf in western New York area and generally throughout the U. S." NBC claimed WGR-TV's "primary objective is to obstruct and delay any final decision" and said investigation requested, going into background of network's parent RCA and patent picture, would take several years. NBC claimed "this tactic is much too obvious to be even artful—let alone persuasive."

NBC pointed out "uhf barely has a toe hold in Buffalo now. NBC is willing to risk its resources, experiences and ability to establish WBUF-TV on a firm foundation if it can and thus build circulation for the other two uhf channels" there.

First 11 GE Dramas Set

TITLES of first 11 hour-long dramatic shows being filmed in Hollywood by 20th Century-Fox for new General Electric series on CBS-TV (alt. Wed., 10-11 p.m.) starting Sept. 21, were announced Friday. They are: "Oxbow Incident," "Yacht on the High Seas," "One Life," "The Late George Apley," "The Number," "Small Back Room," "The Philemon Complex," "The Age of Reason," "Parnassus on Wheels," "Miracle on 34th St." and "Turn of the Screw." GE agency is Young & Rubicam, New York.

Stockton Move Opposed

OPPOSITIONS to move of ch. 13 from Stockton to San Francisco-Oakland area, requested by ch. 13 KOVR (TV) Stockton [B•T, May 30], filed Friday with FCC by San Francisco-Oakland ch. 2 applicants Tv East Bay, Ch. 2 Inc., San Francisco-Oakland Tv Inc. Objectors claimed removal of vhf from Stockton would leave that city without vhf service, violating equal facilities provisions of Communications Act. Ch. 2 applicants awaiting initial decision.

Tarzian Application Hit

OPPOSITION to application of Sarkes Tarzian Inc. (WTTV [TV] Bloomington, Ind.) for ch. 21 Huntington, Ind., with transmitter site less than three miles from Fort Wayne, filed with FCC Friday by WANE-TV Fort Wayne, holder of permit for ch. 69 there. WANE-TV moved that FCC dismiss Tarzian application for Huntington because of "straddling."

SURPRISE

DISCLOSURE that CBS had bought WGTH-TV Hartford (story page 86) brought from one NBC executive expression of "surprise." Speaking unofficially, he said he had not expected CBS-TV to move into uhf in same market where NBC had already made similar move (NBC has bought WKNB-TV New Britain in Hartford area; both this purchase and CBS-TV's are subject to customary FCC approval).

Ward Heads ANA Group Studying Co-op Advertising

ELMER WARD, executive vice president of Palm Beach Co., has been appointed chairman of Assn. of National Advertisers' Cooperative Advertising Steering Committee, ANA will announce today (Monday). Mr. Ward succeeds Walter Lowy, former vice president of The Formfit Co., who June 1 assumed presidency of Richard G. Krueger Co.

Committee is currently preparing study of cooperative advertising expenditures designed to produce data on co-op advertising budgeting in relation to total advertising and promotion appropriations.

Members of Mr. Ward's committee are M. H. Cable, International Shoe Co.; J. R. Clemens, Westinghouse Electric Corp.; George A. Eddy, Parker Pen Co.; E. R. Faltz, Julius Kayser & Co.; John W. Field, The Warner Bros. Co.; Frank Hale, Bristol-Myers Co.; J. W. Jackson, RCA; Irwin B. Jordon Jr., John B. Stetson Co.; David H. Kutner, Motorola Inc.; W. O. Maxwell, International Harvester Co.; E. B. Mercer, Philco Corp.; John G. Porter, General Electric Co.; John T. Saltz, American Greeting Corp.; Herbert Simpson, Remington Rand Inc., and Robert P. Swan, Personal Products Co.

Providence Uhf Suspends

WNET (TV) Providence, R. I., was to suspend operations yesterday (Sunday) due to continued large operating losses. Ch. 16 station advised FCC it hoped to return to air in future pending favorable Commission action on proposal to allocate ch. 3 to Westerly, R. I., or fundamental change in uhf picture. WNET cited "failure of the television networks to equitably distribute their programs to uhf stations" and "refusal" of timebuyers to invest clients' money in uhf time. Two vhf stations remain operating in Rhode Island, WJAR-TV and WPRO-TV, both Providence.

Louisiana Drop-In Asked

DROP IN of ch. 11 to Houma, La., 41 miles from New Orleans, in place of ch. 30 allocated to that city, asked Friday of FCC by Fred Weber, WFPG-AM-TV Atlantic City. Mr. Weber is former vice president-general manager and 22.5% stockholder of WDSU New Orleans, sold to Stern family in immediate postwar years. Already on file is request by ch. 61 WJMR-TV New Orleans to transfer ch. 2 to New Orleans from Baton Rouge.

PEOPLE

MILTON C. MUMFORD, who joined Lever Bros. last July as vice president and two months ago was named a director, has been elevated to executive vice president, William H. Burkhart, president, announced Friday.

EDWARD J. PENDER, who has been working on U. S. Steel account at BBDO since 1950, appointed advertising manager of United States Steel Homes Inc., housing subsidiary of U. S. Steel Corp., effective July 15. At BBDO Mr. Pender specialized in television commercials and promotional campaigns of Steel account.

PETER S. RODGERS, former vice president of Atlas Television Corp., N. Y., has joined sales staff of National Telefilm Assoc., N. Y., on West Coast, with headquarters in Hollywood.

JOHN DONAHUE, in advertising and sales work for 25 years, including service with ABC for several years, named director of Mutual's newly-reactivated office in Detroit in Union Guaranty Bldg.

WILLIAM HOWARD TANKERSLEY, CBS Radio program operations director in Hollywood, appointed director of editing, CBS-TV, Hollywood.

Storer Notes Upswing In Radio Business

EXTREMELY optimistic statement on radio business issued Friday by George B. Storer, president of Storer Broadcasting Co., in status report on company's seven owned radio properties.

Mr. Storer said time sales on these stations "have shown marked increases" over last year. To illustrate, he compared last June with same month of 1954, noting that one station more than doubled its business and another increased more than 20%.

Mr. Storer said: "The trend throughout the entire radio division [of SBC, which also owns and operates seven tv stations] has definitely been on the upgrade. We have detected a re-awakening among advertisers to the effectiveness of radio.

"Storer stations look for, and are making preparations for, the biggest summer business radio has enjoyed in several years."

Guillotte Named Chief Of CBS Am Operations

HORACE R. GUILLOTTE is being named today (Monday) by CBS Radio President Arthur Hull Hayes as vice president in charge of operations for CBS Radio network. Headquarters will be in Hollywood.

Mr. Guillotte, with CBS for 22 years, joined as technician in technical operations dept. and in 1941 was named supervisor in network operations dept., becoming in 1942 manager of that department and in July 1951, director of network operations, shifting from New York to West Coast last October.

Two Join Rep Assn.

STATION Representatives Assn. announced Friday that Moore & Lund, Seattle, and Radio-Tv Representatives, New York, headed by Peggy Stone, have been accepted for membership in SRA.

the week in brief

$350 MILLION WORTH OF FILM

That's what television film volume promises to be by the end of 1955: A special B•T report 27

CREAM OF WHEAT IS TV'S DISH

The cereal company is putting $675,000 in evening IDs, leading weekly roundup of radio-tv spot buyers .. 31

RE-ORDERS MAKE FOR SUCCESS

They're why television keeps booming as an advertising medium: A new TvB analysis 32

HOW CLINICS BOOST LOCAL RADIO

Radio Advertising Bureau predicts local business will be up 20% this year 42

ARTISTS CONDEMN RED-HUNTERS

The radio-tv performers' union votes protest against AWARE Inc., counter-Communist organization 46

TOP FILM SHOWS IN 10 MARKETS

Monthly tabulation by American Research Bureau rates syndicated shows in major cities 51

RIN-TIN-TIN ON RADIO AND TV

. . . boosts sales of Milk Bone dog biscuit and Nabisco Shredded Wheat cereal 54

CONVERTING CINEMASCOPE TO FILM

How Universal-International made commercials for a big-screen feature movie 62

RICHARD MACK JOINS FCC

Newest Commissioner advocates minimum of government control over radio-tv 70

THE SENATE AND 309 (C)

Proposal to amend the "protest" section of Communications Act argued in Senate 74

15 RADIO STATIONS CHANGE HANDS

FCC approves transfer of controls of 14 am stations, one fm and one tv .. 80

U. S., MEXICO TRY IT AGAIN

They renew efforts to settle differences about the use of radio frequencies .. 82

WTPS GETS VHF INITIAL NOD

Wins examiner's decision over rival applications of WWL and WNOE in New Orleans 83

CBS BUYS HARTFORD UHF

WGTH-TV is second uhf in its area to be bought by a network. The first sale of WKNB-TV to NBC hangs fire at FCC 86

NBC-TV PLANS BIGGEST SEASON

The "spectacular" will become the "mammoth" in 1955-56 as network plans unprecedented budget of one-shot special shows 94

GE SHUFFLES TV SALES

Firm cites stronger competition and changed conditions in tv field as motivating factors in changes 92

departments

Advertisers & Agencies	31	Government	70	Open Mike	18
At Deadline	7	In Review	14	Our Respects	24
Closed Circuit	5	Lead Story	27	Professional Services	91
Editorial	106	International	96	Programs & Promotion	98
Education	97	Manufacturing	92	Stations	86
Film	67	Networks	94	Trade Associations	42
For the Record	98	On All Accounts	22		

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long, Vice President · H. H. Tash, Secretary · B. T. Taishoff, Treasurer

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson

NEWS EDITOR
Fred Fitzgerald

SPECIAL PROJECTS EDITOR
David Glickman

ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher

ASSISTANT NEWS EDITOR: Don West

ASSISTANT EDITOR: Harold Hopkins

STAFF WRITERS: Ray Ahearn, Eli Fritz, Jonah Gitlitz, Peter Pence.

LIBRARIAN: Norma Wooton

EDITORIAL ASSISTANTS: Jacqueline Eagle, Kathryn Ann Fisher, Joan Sheehan, Audrey Weston. SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

VICE PRESIDENT & GENERAL MANAGER
Maury Long

SALES MANAGER
Winfield R. Levi (New York)

SOUTHERN SALES MANAGER: Ed Sellers

PRODUCTION MANAGER: George L. Dant

TRAFFIC MANAGER: Harry Stevens

CLASSIFIED ADVERTISING: Wilson D. McCarthy, M. Gwen Moore, Jessie Young.

AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston.

SECRETARY TO THE GENERAL MANAGER: Eleanor Schad

ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE

MANAGER
John P. Cosgrove

Frank N. Gentile, SUBSCRIPTION MANAGER; Sharlene Cappella, Joel H. Johnston, George Neitzey, William Phillips, Barbara Seabrooke.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Patricia Kielty
NEW YORK ASSIGNMENTS EDITOR: Rocco Famighetti
Selma Gersten, Marjorie Napoletano

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
Sally Creley

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton
Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
WESTERN NEWS EDITOR: Leo Kovner
TV FILM EDITOR: Marjorie Ann Thomas
WESTERN SALES MANAGER: Wallace H. Engelhardt

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecasting* in 1953.

*Reg. U. S. Patent Office

Copyright 1955 by Broadcasting Publications Inc.

CHANNEL 8
WISH-TV
INDIANAPOLIS
NEW
1000 FOOT
TOWER
•
NOW IN
OPERATION
316,000
WATTS
CBS
TELEVISION
SEE THE
BOLLING COMPANY
FOR
AVAILABILITIES
CHANNEL 8
WISH-TV
INDIANAPOLIS

SOUND

to do real selling . . . to achieve continuous

big season (and small fortune) elsewhere,

CBS Radio Network, where they'll be making

50¢ a thousand . . . and they'll have ten

customers what to ask for when they're

is still the most attractive way

exposure, economically. After spending a

Hazel Bishop will now be selling on the

commercial minute impressions for less than

different occasions every week to tell the

BUYING

Beginning this summer, Hazel Bishop will sell cosmetics on Wendy Warren and the News, and the new midafternoon Fred Robbins Show on CBS Radio. Other major purchases recently made on CBS Radio: McKesson & Robbins, now sponsoring The Godfrey Digest Friday evenings; F. W. Woolworth Company, sponsoring the hour-long Sunday afternoon musical program, The Woolworth Hour, Amoco, also on Sunday afternoons with Rhythm on the Road.

NOWwww
FLORIDA'S
Most Powerful Station
WITV
CHANNEL 17
Miami
Fort Lauderdale
●
536,000 watts
of Power-ful Vision Tells a more Powerful Story for Your Client.
Effectively Serving The Billion Dollar Market of Florida's Entire Gold Coast.
Now available
Participation in General Teleradio's Million Dollar Movies.
For further information
see
H-R Representatives, Inc.
NEW YORK • CHICAGO • SAN FRANCISCO
HOLLYWOOD • DALLAS • ATLANTA • HOUSTON
ABC Affiliate
"Seen on 17"

THOSE WHITING GIRLS

BACK in the B.B. era (before broadcasting), book publishers used to bring out a line of summer reading that was known as "hammock fiction," books guaranteed not to tax the reader's mind nor arouse his emotions. Today, the same function of mild sedation is performed by television's summer replacement programs. There is enough activity on the screen to keep the viewer awake, but not awake enough to get out of his chair to switch the set to another channel.

A case in point is *Those Whiting Girls*, which on July 4 began a summer run on CBS-TV in the Monday evening half-hour (9-9:30 p.m. EDT) occupied during the fall-winter-spring season by *I Love Lucy*, whose slap-stick antics were apparently considered too strenuous for hot weather watching. It may be definitely stated that there is nothing strenuous about *Those Whiting Girls*.

The first program shows the Whiting girls at home with their mother. Barbara, a co-ed, is getting ready for a date with the boy who is staging the junior varsity show; older sister Margaret is mildly complaining about Barbara

MARGARET & BARBARA

borrowing her perfume, scarf, sweater and skirt for the event. The boy friend arrives and is bowled over when he discovers that his date's sister is *the* Margaret Whiting, whose recordings he has long collected. He gets her to sing, much to Barbara's annoyance.

Barbara tells him she can sing as well as Margaret, arranges for an audition and persuades Margaret to sing back of a curtain while she mouths the words, a performance whose phoniness is obvious to the varsity kid. Grief sets in all around until mother solves the dilemma by getting the girls to do a sister act for the show. They do, singing songs written by their father, the late Richard Whiting: "Sleepy Time Gal," "Too Marvelous for Words" and "Beyond the Blue Horizon."

The dialogue is in keeping with the plot. Sample: Margaret, seeing her bedroom in wild disarray, "Either we've had a burglary or Barbara's getting ready for a date." Sample two: Barbara, after her deception has been discovered, "I'm going to become a monk and spend the rest of my life in a monkery." The singing, particularly Margaret's, is more professional.

Liveliest item of the half-hour was the next-to-closing commercial for Post Toasties, an animated cartoon with a catchy jingle, "Who Ate My Post Toasties?"

Production cost: Estimated at $30,000.
Sponsored alternately by General Foods Corp. through Young & Rubicam and Procter & Gamble Co. through Biow-Beirn-Toigo, on CBS-TV, Monday, 9-9:30 p.m. EDT.
Package by Desilu Productions.
Producer: Sam Marx; director: James V. Kern; musical director: Eliot Daniel; writers: Bob Carroll Jr. and Madelyn Pugh.
Starring Margaret and Barbara Whiting, with Mabel Albertson as their mother.

THE SOLDIERS

TO THE millions of American veterans of the various military services and wars, NBC-TV's *The Soldiers* is a nostalgic re-introduction to that specialized form of bitter-and-very-little-sweet comedy known under the generic term of G.I. humor.

Basically, the form is that of the picturesque gripe, with the practitioners vying with each other in the expression of their disapproval with the military system and all its works—including the food, the equipment, the questions of rank etc.—in the most vivid terms.

The Soldiers follows this form closely. In fact, this *is* the series—a succession of gripes against the enforced servitude of military service. There is little characterization beyond the elementary and well-known types of The Loud-Mouthed Sergeant, The Apopletic Officer and The Sad Sack Private. There is very little plot, with what little which does exist only a peg on which to hang further observations, sometimes funny and always pungent.

The story line is that of two perennial privates, creators-stars Tom D'Andrea and Hal March, and their perennial fight against authority. Unfortunately, some confusion exists whether the two soldiers are intended to be stupid and vocal, cunning and vocal, or clever and vocal.

The basic idea and its execution, with variations, wore a little thin during the first two shows. The question thus arises whether this idea, no matter how well executed or varied, can exist for a long 13 weeks. On the basis of two viewings, a negative vote must be cast.

Network: NBC-TV, Saturdays, 8-8:30 p.m.
Stars-creators: Tom D'Andrea and Hal March; producer-director: Bud Yorkin; associate producer: Bob Henry; unit manager: George Hubib; art director: Bill Martin.
Writers: Jack Douglas and Marvin Fisher.
Origination: Live from El Capitan Theatre, Hollywood, starting with July 2 program.

★ ★ ★

BOOKS

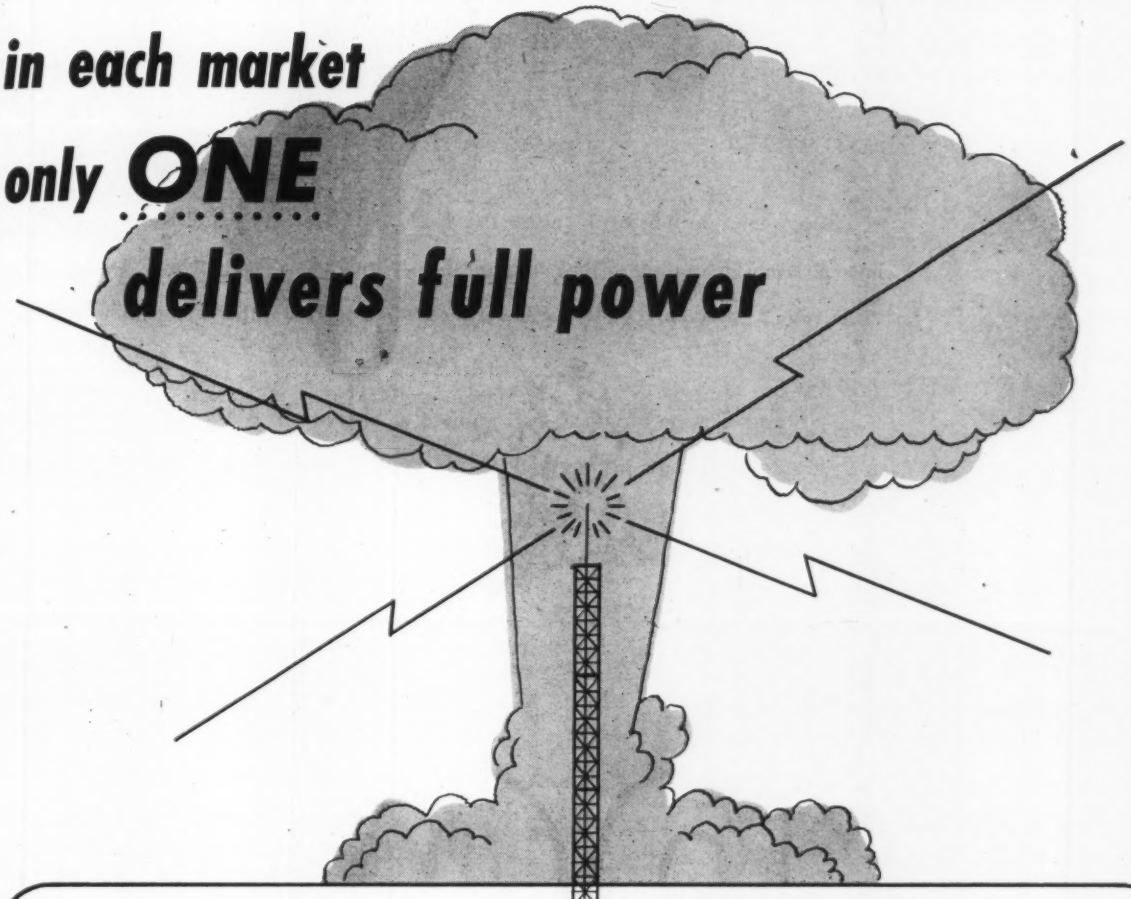
EVERYTHING *AND* THE KITCHEN SINK, published by Farrar, Straus & Cudahy, 101 Fifth Ave., New York 3, N. Y. 160 pp. $4.

ON July 4, 1855, Richard Teller Crane poured the first brass molding in his new foundry in Chicago. Commemorating the 100th anniversary of the founding of the Crane Co., this handsome volume presents the story of American business and the changes it has wrought on the American scene. Most impressive are the hundreds of illustrations which dramatically depict the differences in the lives of the average American citizens that have occurred in the past century.

FM LIMITERS AND DETECTORS, edited by Alexander Schure. John F. Rider, publisher, 480 Canal St., New York 13, N. Y. 44 pp. $0.90.

THIS booklet, written for technicians and engineers, deals with the major points of divergence in the theory and design of fm receivers from the am pattern—detectors and limiters. An entire chapter is devoted to the operation and adjustment of the gated-beam detector.

in each market only ONE delivers full power



. . . between Des Moines — Ames and Minneapolis and between Cedar Rapids and Sioux City

KGLO-TV

MASON CITY, IOWA, CHANNEL 3
CBS — DUMONT 100 KW

Lying in the heart of the heart of the gravy-rich land of corn, hogs and beef, where farmers make money — and spend it, KGLO-TV covers this vast market like the summer sun. Use KGLO-TV to reap this rich harvest the year around.

. . . between St. Louis and the Quad-Cities and between Kansas City and Chicago

KHQA-TV

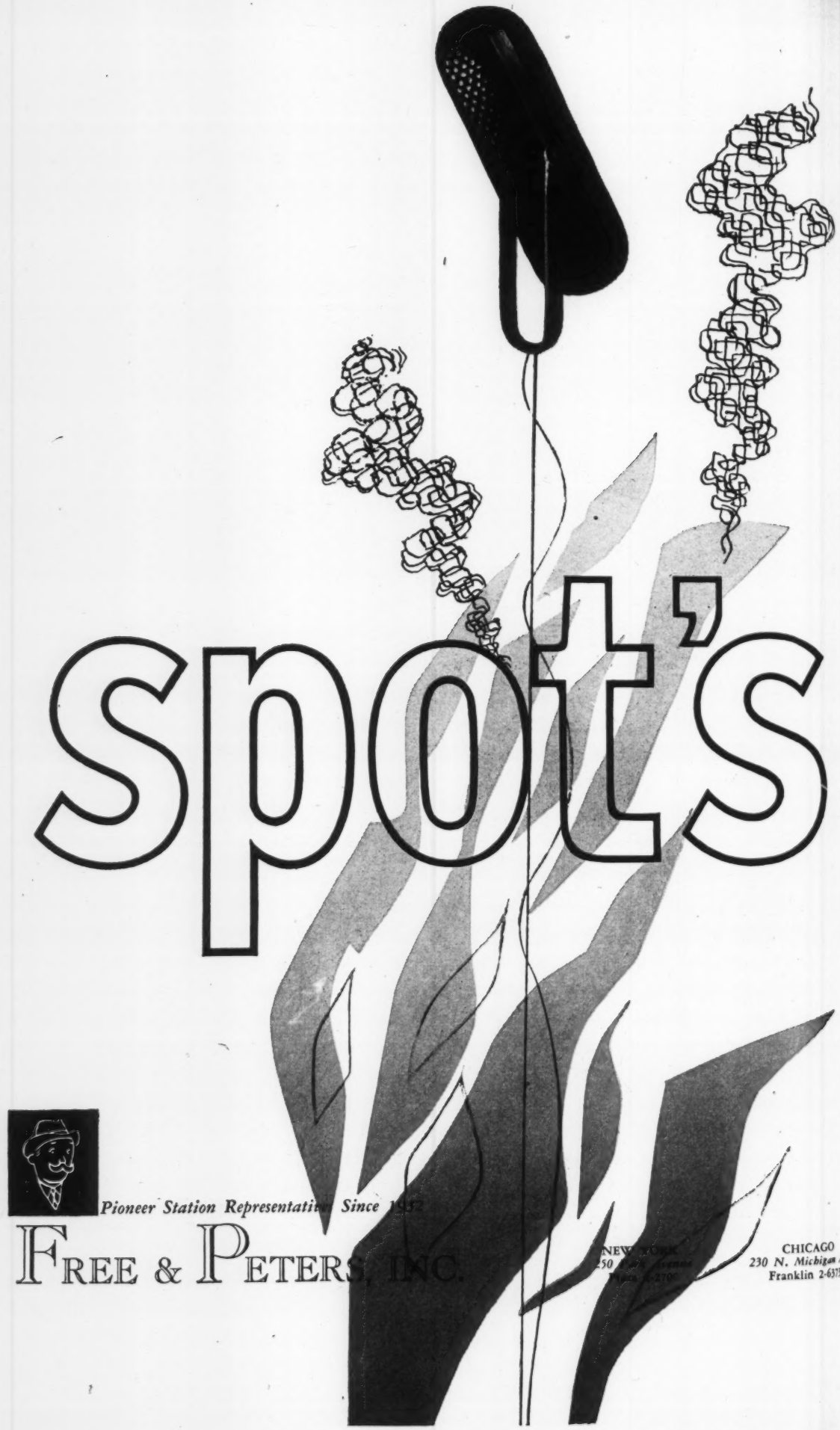
HANNIBAL, MO. — QUINCY, ILL., CHANNEL 7
CBS — DUMONT 316 KW

Bridging the fabled Tom Sawyer country with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV reaches a larger audience in a single tick of the clock than Mark Twain did in his entire lifetime. You'll do well to channel your "showboat" over Channel 7—KHQA-TV.

Lee STATIONS
National Sales Offices, WCU Building
Affiliated with KGLO-AM-FM, WTAD-AM-FM

QUINCY, ILL.

REPRESENTED BY WEED TELEVISION
Chicago — New York — Detroit — Atlanta — Boston — Hollywood — San Francisco



Pioneer Station Representatives Since 1932

FREE & PETERS, INC.

NEW YORK
250 [illegible] Avenue
[illegible]

CHICAGO
230 N. Michigan [illegible]
Franklin 2-6373

Today, advertisers judge good and bad advertising in terms of sales results. National Spot Radio can get sales—and not stop with building consumer demand or gaining good will. We have the *Formula For Selling Americans Today* that demonstrates "how" to use the medium.

This presentation has proved so exciting that many top agencies and advertisers have arranged meetings with their management men, plans boards, account executives and creative staffs, as well as their media people. And a great many have asked for repeat performances, for further inspiration and study!

hot

If you know how to use it

We want to show you "how" — with our new *Formula For Selling Americans Today.* We're ready to demonstrate, individually or in group meetings with planning and creative people — as soon as you give the word. Why not call or write us today?

EAST, SOUTHEAST		
WBZ+WBZA	Boston+Springfield	51,000
WGR	Buffalo	5,000
KYW	Philadelphia	50,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000
MIDWEST, SOUTHWEST		
WHO	Des Moines	50,000
WOC	Davenport	5,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000
MOUNTAIN AND WEST		
KBOI	Boise	5,000
KVOD	Denver	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

DETROIT *Penobscot Bldg.* Woodward 1-4255

ATLANTA *Glenn Bldg.* Main 5667

FT. WORTH *406 W. Seventh St.* Fortune 3349

HOLLYWOOD *6331 Hollywood Blvd.* Hollywood 9-2151

SAN FRANCISCO *Russ Building* Sutter 1-3798

YOUR SOLUTION
in the South Bend market

WSJV-TV...

Northern Indiana's
SUPER station
...250,000
watts plus... with a
SUPER audience
...more than 208,000 UHF sets

covering the South Bend,
Elkhart, Southern Michigan
BILLION DOLLAR MARKET*

WSJV-TV
ABC NBC DUMONT
Channel 52
Elkhart, Indiana

JOHN F. DILLE, Jr., *President*
JOHN J. KEENAN, *Commercial Manager*

Northern Indiana's Most Powerful Station

For availabilities see your
H-R TELEVISION MAN
National Representatives
*See Sales Management Survey of Buying Power

OPEN MIKE

Operation un-Alert

EDITOR:

I refer to your editorial in your June 27 issue of B•T, "Operation un-Alert," wherein you state that, "There's something very wrong —or phony—about our civil defense organization." As public relations officer for the Missouri Civil Defense Agency, I believe that your statement may have some merit as far as it goes, but you apparently deem it "phony" because Conelrad was not used during the June Alert.

Either this organization or your magazine is laboring under a misapprehension. The responsibility for Conelrad lies with the Federal Communications Commission and not with Civil Defense. I believe that Civil Defense would have welcomed the participation of Conelrad in the June Exercise on a national level and I know it would have been welcomed on this state level.

There are other things to consider, though, when you ask a radio station to go off the air. I left the radio industry as a program director for a 5,000 watt radio station here in Jefferson City to work for the Missouri Civil Defense Agency; so I know that the dollars and cents angle will enter into any station's participation. The radio industry could have gained valuable experience from the exercise only by going "all out" and I sincerely doubt the willingness on their part to do so since time off the air means money out the window.

There is no question about the necessity of Conelrad in the overall defense planning of our country. I can appreciate the fact that the radio industry has invested three million dollars out of their pocket, but an actual participation in an exercise would have doubled this amount. Can we ask them to do that?

Dean Lupkey, Pub. Rels. Officer
Missouri Civil Defense Agency
Jefferson City, Mo.

[EDITOR'S NOTE: We agree that silencing all radio except 640 and 1240 kc for the full three days of "Operation Alert" would have been unreasonable, but we believe that periodic tests in the 60 cities under simulated attack would have been of value and would not have unduly discommoded commercial schedules.]

Reader Response

EDITOR:

. . . Your publication is certainly outstanding in both coverage and presentation. A word of praise, too, is in order for the rapidity with which news is compiled. Only recently an important Transfilm event was reported to your New York editors. In less than four days, your magazine was on my desk carrying an accurate account of that event.

Its attractive layout, binding, photographic coverage and typographical accuracy has not prevented your publication from often exceeding in timeliness the more easily produced dailies and weeklies of the radio-tv field. This is certainly a credit to you and your staff.

William L. P. Miesegaes, Pres.
Transfilm Inc., New York

Hooray!

EDITOR:

Hooray for Zenith!

Now, every advertiser, sales manager, account executive and copywriter will conceive and execute commercials with the hot breath of the "Flash-matic" gun [B•T, June 13; EDITORIAL, June 27] on back of neck.

This is absolutely the finest gadget since the perfection of basic tv equipment! Much better for everyone than color could ever be! Just think: no more screaming audio—no more dull "demonstrations" of corn plasters and fly-swatters! Nothing will survive but commercials which are so good people won't *want* to flash 'em off!

When the entire nation adopts "Flash-matic," agencies, networks and stations beware, because now, instead of just doing a pedestrian, limitative job that gets by an advertiser whose creative appreciation is confined to designing lock washers, turned out by the agency man who used to do the layouts on the back cover of *True Romances*, you'll have to produce something that won't get the "flash" like Major Bowes' amateurs used to get the gong!

Ed McKay, Mgr.
WROM-AM-TV Rome, Ga.

Mid-Gulf States

EDITOR:

"The Mid-Gulf States" running in your June 27 issue appears to spell out the tremendous growth that is occurring in these states. We have experienced it ourselves and know that the South is emerging into a very important market.

I wish there were more hours in the day so I could absorb every word of it, because your statistics are staggering.

Louis J. Nelson
Geoffrey Wade Advertising
Chicago

EDITOR:

Congratulations on a superb job. I just received the issue and read your article. I thought it was superb. . . .

William A. Mapes, Mgr.
WOWL Florence, Ala.

EDITOR:

The work that you and your senior editor, Frank Beatty, put into the article "The Mid-Gulf States" in your June 27 issue speaks for itself. It is so well thought out and written that I have almost decided to pack my bags and head South myself. Keep up the good work.

Gilman C. Gunn, Jr.
Gilman C. Gunn & Sons Inc.
(Insurance & Real Estate)
Groton, Conn.

EDITOR:

Please furnish 100 copies of reprints of the article on "The Mid-Gulf States."

Paul H. Chapman
Atlanta, Georgia

EDITOR:

We would appreciate you sending us ten reprints of the article "Mid-Gulf States."

Robert J. Peets
Robert J. Peets Advertising
Jackson, Miss.

[EDITOR'S NOTE: Reprints of the article on "The Mid-Gulf States" are available at $15 a hundred or 15 cents each.]

'Practical' Praise

EDITOR:

With all the radio-tv call letters, the many radio-tv-electronic and related industry organization abbreviations, plus all the government alphabet soup, a magazine like B•T fairly bristles with ABCs, FCCs, NATRFDs, UHFICCs and ZPTVS. (And that last code isn't "Nadir," here.) Quite often RETMA is mentioned or reported in your magazine, and once in a while we see a mention of IRE.

But when both are compared, as occurred on page 27, fourth paragraph, of the June 27 issue, the comparison is interesting, if not in-

in Detroit where the *Traffic is Terrific...*

WKMH

Tune-In is Tremendous!

Here in the Motor City, we not only make automobiles, we fill our streets and roads with 'em! And, more than 85% of those automobiles have radios that are in constant use. That's why we're turning handsprings over the big share of out-of-home audience WKMH enjoys! Just look at the figures:

WKMH	**16**
Station B	14
Station C	13
Station D	12
Station E	10
Station F	9

Pulse. Jan. 1955 12 noon to 6 P.M. Monday through Friday.

WKMH
Dearborn—Detroit
FRED KNORR, *President*
GEORGE MILLAR, *Mg. Director*

Save 10%

Buy Any 2 or More of These Powerful Stations and Save 10% from Rate Card

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented by HEADLEY-REED

The Community Stations

KNORR Broadcasting CORP.

New **WNDU·TV**

THE NOTRE DAME STATION

Now **NBC**

Primary
Affiliate
Serving

SOUTH BEND-ELKHART

Here's* WNDU-TV's *all UHF market

FAMILIES....206,600
RETAIL SALES.....$783,927,000
SETS.....169,000 UHF equipped

An* "ISLAND" *Market . . . in an exclusively UHF area.

FIRST in per capita income in Indiana
SECOND largest population in Indiana
THIRD highest home ownership in U.S.

Call MEEKER TV for Availabilities!

WNDU·TV **CHANNEL 46**

formative of what the broadcasters think of these two organizations. The quotation reads: "Item: The top drawer JTAC—comprising scientists representing the *AUGUST* IRE and the *PRACTICAL* RETMA has put it squarely up to the FCC." (The abbreviations, capitalizations and underlines are mine, but the words are yours).

The "august" IRE could be considered somewhat ambiguous; either high-toned or highly-respected. The "practical" RETMA, however, is unmistakable, and worthy of note and everlasting support. Kudos, therefore, to BC-TC and its publishers for that kind word from one who works in the ranks for both IRE and RETMA. May IRE become more practical and RETMA receive more respect of the type shown by your worthy magazine.

Paul S. Smith
Chmn RETMA CN
Senior M IRE
Motorola Inc., Chicago, Ill.

Monday Readers

EDITOR:

Thank you for the generous space you gave to our little "Grey Matter" article [CLOSED CIRCUIT, June 27].

Apparently CLOSED CIRCUIT is well read in trade before noon on Monday. We have received more than a dozen calls from people around the industry.

Christopher Cross, Dir. Prom & Publ. Dept.
Grey Adv. Agency
New York

[EDITOR'S NOTE: Mr. Cross' letter was dated June 27.]

Number One

EDITOR:

. . . We are grateful for your staff's many fine services in the past and the contributions you make to enable us to point to B•T as the number one publication for keeping our industry informed on the many facets of our day-to-day interests . . .

W. Frank Harden, Mgng. Dir.
WIST Charlotte, N. C.

Required Reading

EDITOR:

To supplement the information presented to participants of the National Agricultural Television Clinic at the U. of Missouri, Sept. 2, 3 and 4, we are collecting some additional printed materials.

May we have your permission to reproduce for distribution to clinic participants the following articles which appear in the May 30 issue of B•T: 1. "Television Comes to Ft. Wayne," 2. "The Form of the Future," 3. "TV: Middlebrow of Media."

Due credit, of course, will be given B•T as source of material.

Dwight W. Fairbanks, Research Asst.
National Project in Agricultural Communications
Michigan State College,
East Lansing, Mich.

[EDITOR'S NOTE: Permission granted.]

Playhouse Plaudits

EDITOR:

Please accept our sincere thanks and appreciation for the very excellent article on Playhouse Pictures and our production of the Groucho Marx (DeSoto-Plymouth) commercials, which appeared in the June 6 issue of B•T.

Adrian Woolery
Playhouse Pictures, Hollywood

on the fence?

Hardly. These three men are KCMO's walking and talking Farm Department. Headed by Jack Jackson, with George Stephens as Market Reporter and Jack Wise as Farm Reporter, they roam Mid-America for farm news from the grass roots up. Their constant contacts reap a harvest of 55 farm and market radio and television reports every week.

Such successful promotions as KCMO's Community Corn Club Contest and 2 European Farm Tours were planned and carried out by this able trio. Their active work with County Agents, 4-H Clubs, Extension Service Groups and Rural Civic Organizations has landed them a top spot in their field. Jackson, former president of the National Association of Radio and Television Farm Directors, last year was recognized as the nation's outstanding farm director.

These men of the KCMO Farm Department are headquartered right in the big middle of things — Kansas City's Livestock Exchange Building. From there, they offer Mid-America its finest, and only complete, radio and television farm service programming.

kcmo RADIO TV-FM

KANSAS CITY, MISSOURI

REP: KATZ AGENCY

affiliated with publishers of Better Homes & Gardens and Successful Farming

GEORGE STEPHENS JACK WISE JACK JACKSON

KLZ Radio

✓ OUTRATES
✓ OUTPERFORMS
✓ OUTSELLS...

...all other Denver Radio Stations

HERE ARE *TWO* OF THE *MANY* REASONS

Let Pat Gay, KLZ sales-gal extraordinary, do your selling job to the housewives of Denver and the Rocky Mountain Region!

Listener discussions get mighty exciting and controversial on this telephone audience-participation program. Listeners hear both sides of the conversation. It's FIRST place in Denver! *

Denver women listen to Pat Gay—take part in her program—believe in her—buy the products and services she sells. They volunteer endorsements of the sponsor's products over the air—an obvious "extra" commercial.

Pat Gay is the "selling-est" gal in Denver. Her show, "For Women Only," (Monday through Friday, 12 noon), is a daytime "must" for your schedule!

Starr Yelland, Denver's "Mr. Radio" himself, sells the entire family with another telephone audience-participation show!

"Starr Yelland Party Line" is controversy-fun-excitement—PLUS the salesmanship Starr Yelland has built up over the years in Denver radio. Listeners hear both sides of the conversations and give their own product endorsements more often than not.

Here's successful, bang-up night-time radio that rates and—SELLS! Ask Tidy House, Butternut Coffee—a host of others. "Starr Yelland Party Line" is sold in fifteen minute segments—Monday through Friday nights.

We suggest you contact your Katz man or KLZ Radio today for the first available open segment of Denver's best night-time radio buy!

Buy KLZ Ratings—KLZ Radio is FIRST in total ratings—sign-on to sign-off... AND... radio listening is higher in Denver today than it was before television!*

- **Buy KLZ Radio performance!**
- **Buy KLZ Radio's sales-producing, result getting personalities!**
- **Do the Denver Selling job with KLZ Radio!**

*Denver Pulse, January, 1955

CBS FOR THE ROCKY MOUNTAIN AREA

KLZ RADIO 560 k.c.

DENVER

REPRESENTED BY THE KATZ AGENCY

Call your Katz man or KLZ Radio Sales today

Affiliated with KLZ-TV Channel 7

LAWRENCE DONINO

on all accounts

"YOU can't buy a station with a slide-rule only," maintains Lawrence (Larry) Donino, timebuyer for Kenyon & Eckhardt, New York.

A firm believer in the importance of the "imponderables" of a station in making his selections, Mr. Donino is of the opinion that "each station has its own character and personality which must be weighed equally with its coverage figures before any intelligent judgment can be made".

"Buying a station exclusively by statistics," observes Mr. Donino, "is a little like buying a suit of clothes by its size alone."

One of the new generation of timebuyers, the penetrating Mr. Donino is just 26 years old. Born in Greenwich, Conn., he was educated at Fairfield U., Fairfield, Conn., where he prepared for a law career which he abandoned at the first call of broadcasting, a job as announcer on station WGGH (FM) Greenwich. He served also as a salesman before moving to an announcing post at WGAT Utica, N. Y. In 1950 he left Utica to accept a position with Harry B. Cohen Inc., New York.

He joined Ben Sackheim agency in 1952 as a time and space buyer. In that post he bought time for such clients as Flexit Watch Band, Peter Pan Foundations, Waltham Watch Co. and the Farm Bureau Insurance Co.

In April 1953 he joined Kenyon & Eckhardt, New York, as a timebuyer. His first year with that agency he worked on the Lincoln-Mercury account. At present he buys time for the National Biscuit Co., which sponsors *Rin Tin Tin* on ABC-TV and in addition is buying participations on children's shows in regional markets; Radio Corp. of America, which sponsors alternate weeks of *Producers' Showcase;* Whirlpool, another network advertiser which will underwrite part of the Martha Raye and Milton Berle programs next fall on NBC-TV, and the industrial portion of Shell Oil Co.

Currently well over half of the agency's clients are in some form of television. In 1953, the agency billed about $42 million, 31% of which was in television and radio. Today, the agency bills about $51 million and approximately $22.5 million of that total was devoted to radio and television during the last season.

Larry Donino has been married to the former Ruth Templeton since last November. They live in an apartment in Pelham, N. Y., but they are buying land in Greenwich, Conn., expecting to build there.

Larry's hobbies include hi-fi and antique refinishing.

Let's Face The Facts!

"Let's Face the Facts" this month features Leo Olson Advertising Manager of the DeKalb Agricultural Association Inc., a long-time KFAB advertiser.

"It's advertisers like DeKalb," says Big Mike, "that reflect the effectiveness of KFAB-presented sales messages." For it's the year after year, repeat advertiser that reaps success. Likewise, every renewal means another success story . . . . and KFAB has many long-term advertisers who have been regulars since the early days of the station. All types of advertisers have used KFAB . . . . and more are using it all the time . . . . to sell their products and services in the Big Mike area. Hybrid corn, machinery, livestock feed, clothing, insurance . . . . practically everything used by midwesterners has been advertised and sold by KFAB. The success of others can be yours. KFAB doesn't guarantee success, but does help make it possible. Face the Facts . . . . get the facts from Free & Peters . . . . or check with Harry Burke, General Manager.

Farm Crops Income in KFAB Area well over 575 million dollars

THE MIDWEST-EMPIRE STATION

50,000 WATTS

KFAB

OMAHA NBC RADIO

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

Here's our Jimmy Vinson, Middle Georgia's jam-up, top-notch, really outstanding disc jockey. (Fred Robbins had him on "Disc Derby" not long ago). Jimmy's been spinning records round these parts for nearly 12 years. Right now he's heard at the mike over WMAZ Radio from 7 till 10 each morning and from 4 to 6 every afternoon.

Jimmy's a Georgia boy, active in his church, with the PTA and his Cub Scout pack. When it comes to radio, he

JIMMY VINSON

knows his stuff, and he knows what Middle Georgians like. And best of all, his bright cheery voice is one that radio listeners round here have taken a hankerin' to.

Listeners? Just look at the ratings! Jimmy's range from 50% to 66% in the city of Macon alone. Out in the area, Jimmy has more listeners than any other TEN radio stations combined in 22 Middle Georgia counties.

You want the radio audience in Middle Georgia? Jimmy Vinson is your one best buy. See Katz about getting on one of Jimmy's shows.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

THOMAS ADAMS McAVITY

AT NBC, this is the era of Sylvester L. Weaver Jr., network president and creator of new programming concepts in tv (and also radio). With his ascendancy have come the "magazine concept" and such terminology as the spectacular, the "bonanza," the "telementary" (semi-documentary), the communicator and a host of others, all describing NBC-TV's approach to the exciting and different in 20th century network tv.

Ideas, however, usually go only as far as the effort behind them. Thus, with the rise of Mr. Weaver's concepts, a number of executives—most picked at one time or another by Mr. Weaver—have worked hard and long as a team to bring these ideas to logical fruition.

One of these executives is Thomas A. McAvity, vice president in charge of the NBC television network. Mr. McAvity is no novice. The Canadian-born network vice president was U. S. radio-bred and is a veteran of 26 years in broadcasting.

Mr. McAvity has an uncanny ability of squeezing out the superfluous—a characteristic that is a special asset in program production—and placing his thoughts squarely on the line.

In a nutshell, Mr. McAvity says, this is what NBC-TV is trying to achieve: "Success." The path to success? Well, Mr. McAvity reflects, one never really succeeds if one never really tries. And to "try" in tv, means to conceive and program something "new".

From this credo—much the same slogan of courage chalked on schoolroom blackboards: "if at first you don't succeed, try, try again"—have come *Today*, *Home* and *Tonight* with their sponsors, many entirely new to either tv or radio; the "spectacular" with its big-name talent and quality production, and many other new programming concepts.

The day may be not too far off, according to Mr. McAvity, when all of network tv will find the advertiser buying a "position" in programs just as an advertiser must do today when he purchases space in a national magazine. Of course, Mr. McAvity hastens to add, there are many—both clients and their agencies—who resist change, who adhesive-like, stick to the status quo.

Mr. McAvity sees network tv continuing to depart from the radio format of regularly scheduled, sponsored shows. The breaking away not only has begun, he notes, but will increase. Take Milton Berle, for example. Mr. McAvity observes that even the veteran tv comic will have special shows—or spectaculars—for each of his third-Tuesday colorcasts next fall.

Thomas Adams McAvity was born Sept. 8, 1907, at St. John, New Brunswick, the son of oil businessman Allen G. McAvity and the former Amy F. Adams. He attended Ridley College at St. Catherine's, Ontario, and McGill U. in Montreal. He left school and worked a couple of years with the Royal Bank of Canada, then became advertising manager of his father's Canadian Independent Oil Ltd. He decided to put on a one-hour local radio show.

That was Mr. McAvity's starting point in radio-tv. Once involved in this show, he was announcing, producing, writing and hiring talent. The station (then CFBO St. John) asked him to do this regularly and Mr. McAvity doubled as ad man in oil and general manager of CFBO.

In 1929 Mr. McAvity visited New York on business. For kicks he dropped by NBC. That was his introduction to networks. He was hired as a producer, which in those days meant simply to set up a show and get it on the air. It also brought him into contact with clients and agencies and with the production of 15 shows a week.

He rose rapidly through various capacities in programming and in 1932 left NBC to work at the Lord & Thomas agency on the production of such radio shows as *Your Hit Parade*, *Lucky Strike Magic Carpet* and *The Magic Key of RCA*. In 1937 he was on the West Coast, helping to set up L&T's Hollywood office. He became manager of that office and helped to inaugurate and produce the first *Bob Hope Show*. In 1941 he was back in New York as L&T's vice president in charge of radio.

At the end of that year Mr. McAvity left the agency and set up a freelance operation, producing such shows as *Corliss Archer* (he wrote some of the series' episodes), *The Hardy Family*, *The Saint* (also partly written by him), *Date with Judy*, and still others. He also was a vice president of Famous Artists Corp., a talent agency.

By May 1950 tv beckoned and Mr. McAvity let himself be persuaded to join CBS as production supervisor (both radio and tv) on the West Coast. Mr. Weaver, then vice president in charge of the NBC television network, and Frederic W. Wile Jr. (then vice president in charge of programming at NBC-TV and now vice president, tv network programs, Pacific Division), beckoned. Mr. McAvity returned to NBC in October 1951 and became vice president in charge of television network programs in January 1954. He was elevated last February to his present position.

The McAvitys—his wife is Helen Mack, former motion picture actress and a producer-director in her own right—live in Manhattan. Their children are John, 19, a student at the Massachusetts Institute of Technology, and Tommy Jr., 13, who starts at Exeter next fall. They have a summer home at Marion, Mass., where Mr. McAvity furthers his interests in golf, fishing and sailing.

CURTAIN GOING UP

Four new WMAQ stars join the most exciting program line-up in Chicago

KARIN WALSH is city editor of "Night Desk" Monday through Friday, 10:00-10:30 p.m., an action-packed presentation of the Chicago night scene . . . as it happens. It's all on the air as Walsh, city editor of the Chicago Sun-Times, covers the news with direct short-wave communication with on-the-scene reporters, police radio calls, and telephone conversations with important public officials and private sources.

ETTA MOTEN, who scored a triumph as Bess in Gershwin's immortal "Porgy and Bess", presents a program of songs and reminiscence that puts Mid-America in a nostalgic mood every Monday, Wednesday and Friday from 9:15-9:30 p.m.

VIRGINIA MARMADUKE, feature writer for the Chicago Sunday Tribune magazine section, delights the huge daytime audience with warm, wonderful human interest stories as "The Duchess", Monday, Wednesday and Friday afternoons, 1:30-1:45. "The Duchess", a newspaperwoman for 25 years, was recently the surprised subject of a "This is Your Life" telecast.

AUSTIN KIPLINGER brings an unusual background of publishing and journalism to two new programs Monday through Friday. "Austin Kiplinger and the News", 5:00 - 5:30 p.m. and "Kiplinger Says" from 11:00 - 11:15 p.m.

And all of Chicago's *old favorites* are still playing to packed houses on WMAQ. If you'd like to increase your sales in America's second largest market, there are now four new reasons to call WMAQ or your NBC Spot Sales representative. You'll get all the facts about the specialized local programming and intensive local promotion that make sure THE PAY-OFF IS AT THE POINT OF SALE.

WMAQ NBC RADIO
IN CHICAGO
a service of RCA

Represented by NBC Spot Sales

WJAR-TV

CHANNEL 10 PROVIDENCE

GIVES SOLID ENTERTAINMENT!

...and SELLS MERCHANDISE!

Put your product before the BIG TV AUDIENCE in Southern New England through Channel 10, Providence.

WJAR-TV

WJAR-TV
10
Dominant
Providence, Rhode Island
Represented by
WEED TELEVISION

BROADCASTING TELECASTING

July 11, 1955 Vol. 49, No. 2

IT WILL BE A $350 MILLION BUSINESS BY END OF THIS YEAR

TELEVISION films are a $300 million a year business.

That's an estimate, but it's a conservative estimate.

The activity by major tv film producers and distributors this summer, a just-completed B•T survey reveals, will push the volume of film telecasts this coming fall and winter to new highs which, before the year has ended, may add another $50 million to the time-and-program value of the year's telecasting on film, for a 1955 total sum of $350 million.

Nearly 50 new film series are now in preparation for fall showing by the nation's tv stations and networks, the survey discloses. Pilot films, made or in the making, need only the o.k. of broadcaster or sponsor to be rushed into production and add another score of programs to the new film series to hit the air this year.

Some of these newcomers, it is true, will utilize time formerly occupied by other film programs which have fallen by the wayside. But the majority will not. Most of the tv film shows of last season will be back this fall by popular demand. Most of the newcomers will perforce move into new time, some of it taken from live program schedules, some provided by an extension of the tv broadcast day.

The tv networks this fall expect to decrease their total air time by 4.5% in comparison to last spring. Their hours of live programming will be down by 11.3%. (NBC-TV pointed out that the week measured last March was an unusually heavy one, whereas the network's October estimate is based on a typical week.) Their hours of film programming will be up by 35.3%.

Last spring 13% of tv network time was devoted to films. This fall, films will get 20%.

Those figures are based on estimates supplied to B•T by ABC-TV, CBS-TV and NBC-TV, which reported their anticipated hours of live and film broadcasting for a typical week in October. No figures were available from DuMont. The October hours of the three networks were compared with their schedules for last March [B•T, April 11], as follows:

	FILM		LIVE		TOTAL	
	Hours per Week		Hours per Week		Hours per Week	
	October	March	October	March	October	March
ABC-TV	14:30	9:30	13:00	14:00	27:30	23:30
CBS-TV	15:45	11:30	65:45	72:30	81:30	84:00
NBC-TV	9:00	8:00	75:00	86:45	84:00	94:45
Total	39:15	29:00	153:45	173:15	193:00	202:15

Last March, 30% of station time was devoted to non-network film programs. Say that this fall, films will get 40% of station time—a most conservative estimate in view of the statement of T. Gentry Veal, research associate at Kodak Research Laboratories, that film programming accounts for approximately 60% of all tv time.

Now apply these figures to the estimates of the 1955 gross tv busines volume, as announced by Oliver Treyz, president of Television Bureau of Advertising [B•T, July 4]: network, $588 million; spot and local, $503 million.

The results are: network film volume, $118 million; station non-network film volume, $201 million, or a total of $319 million which the telecasting of film programs will bring to the television broadcasters during this year.

Production costs of tv films for the year 1955 will amount to $80 million, according to an estimate of the year's production budget for these film properties in the annual report of the Motion Picture Assn. of America.

The swing to film for network tv programming may shortly see the tv networks as film producers as well as buyers. ABC-TV last week admitted that plans are being made to produce its own film programs at its own facilities on the West Coast. A network spokesman told B•T that a survey of its plant on the coast is currently underway to determine the feasibility of such a move. He said ABC-TV hopes to have its film studio in operation by next May.

The ABC Television Center in Hollywood consists of 23 acres, formerly a Warner Bros. motion picture lot. In December 1953, the network spent more than $100,000 to refurbish one studio for live tv programming. It is assumed that an extensive remodeling project would be instituted should the network's plans to produce films there materialize.

New tv film programs now being screened for telecasting starting in the fall include the following, according to reports made to B•T by leading producers and distributors:

Adventures of Champion

Gene Autry's horse, actor Jim Bannon, 11-year-old Barry Curtis and a dog will be featured in this series which Flying A Productions is filming in Arizona for CBS-TV Film Sales.

Adventures of Long John Silver

The character created by Robert Louis Stevenson is the central figure of this series, to be produced by Joseph Kaufman and distributed by CBS-TV Film Sales. The half-hour adventure series is designed for initial national sales and later for local spot sales. Robert Newton stars as Long John Silver. The series was produced in studio in Sydney, Australia.

Adventures of Dr. Fu Manchu

Glen Gordon plays the insidious Chinese mastermind in the tv series based on the novels of Sax Rohmer, which Studio City Television Productions is filming for fall distribution by Hollywood Television Service.

Adventures of the Scarlet Pimpernel

Romance, intrigue and adventure make up this half-hour series, starring Marius Goring, which is being produced abroad by Towers of London and will be distributed by Official Films. The series deals with the exploits of the romantic hero of the French Revolution. It will be Official's first new series in full syndication for 1955-56 and is now being sold.

Alfred Hitchcock Presents

This series of 39 half-hour suspense films, produced by Revue Productions with Mr. Hitch-

SEEING FILM SPOTS

USE of film programs for tv spot advertising will reach an all time high in local markets during the 1955-56 season, Joseph J. Weed, president of Weed Television Corp., New York, predicted last week. Mr. Weed said that "the huge quantity of high-quality filmed programs with top-flight stars presents a wide variety of choice series for national advertisers to draw from. And both the advertiser and the audience benefits."

Mr. Weed also commented that the "program perfection made possible by advance filming, and the booking flexibility permitting stations to be hand-picked at most advantageous local times are prompting the record spot season now shaping up for the fall and winter."

cock directing, will be launched Oct. 2 in the Sun., 9:30-10 p.m. EST period on CBS-TV, sponsored by Bristol-Myers Co., replacing *Stage Seven.*

Alias Jimmy Valentine

The turn-of-the-century comedy-drama of the adventures of a dapper safecracker is the basis for a 39-week series of half-hour tv programs which Gross-Krasne Inc. is scheduled to start shooting this month. MCA Tv Ltd. will distribute the series.

Andy's Gang

Successor to the *Smilin' Ed's Gang* juvenile series, with Andy Devine succeeding the late Ed McConnell as gangmaster, this new series of 52 half-hour films is being filmed by Frank Ferrin Productions and will start Aug. 1 on more than 100 tv stations under sponsorship of Brown Shoe Co.

Behind the Scenes

The adventures of two girls trying for movie careers in Hollywood are related in *Behind the Scenes,* featuring Sally Fraser and Jil Jarmyn. Studio City Television Productions has completed two pilots of this series, scheduled for fall distribution by Hollywood Television Service.

Brother Mark

This adventure story, now being filmed in Munich, in 39 half-hour episodes, tells of an ex-man-about-the-world who dedicates his life to trapping criminals and upholding justice. To be distributed by Guild Films, the series is being directed by Marion Parsonnet and stars Richard Kiley.

Confidential File

Newsman Paul Coates is originator and narrator of this Guild Film Co. documentary series, part live, part film, that supplies behind-the-scenes views of the nation, spotlighting rackets, narcotics and the plight of various groups living under the shadow of injustice and sorrow. The program has won praise from community leaders and civic groups for its public service.

Count of Monte Cristo

Georg Dolenz and Faith Domergue are starred in this series, now being produced by Television Programs of America. It has not been decided whether the program will be carried network or offered for syndication. The half-hour films will be costume dramas, based on the adventures of Edmond Dantes, the Count of Monte Cristo in Victor Hugo's classic novel.

Crunch and Des

Deep sea fishing adventures make up this half-hour dramatic series that is being produced by Bermuda Productions Ltd. for distribution by NBC Film Division. The series being filmed by RKO-Pathe Inc. on Darrell's Island, a former commercial seaplane base in Hamilton Harbor, Bermuda. The series is based on the *Saturday Evening Post* stories of Philip Wylie. Forest Tucker plays Crunch Adams, skipper of a 41-foot cruiser; Sandy Kenyon is featured as his partner, Des, and Joanne Bayes is his wife, Sari.

The Crusader

Brian Keith is starred in the title role of this series, based on the files of Radio Free Europe, which Dick Lewis is producing for Revue Productions. The 39-film half-hour series will be sponsored by R. J. Reynolds Tobacco Co. on CBS-TV.

The Dancers

Jack Denove Productions is filming this NBC-TV series, starring the *Show of Shows* dancers, Bambi Linn and Rod Alexander. George Bradshaw is writing the fall series, with Val Rosing as director.

Dr. Hudson's Secret Journal

First work of noted novelist Lloyd C. Douglas to reach tv, this story of an eminent brain surgeon (first mentioned in the Douglas best-seller "Magnificent Obsession"), is being produced in Hollywood by Authors Playhouse, headed by Brewster Morgan and Eugene Solow, who are shooting 39 half-hour installments for distribution by MCA Tv Ltd. John Howard is starred in the title role.

Gangbusters

Like the radio program, this is a half-hour series based on the actual cases of local police departments throughout the country. It is produced in Hollywood by Visual Drama Inc. and will be distributed by the General Teleradio Film Division. In each program of the series different actors and actresses are featured.

Darkroom Shortage?

PREDICTION that there will be "a great shortage" of skilled personnel in the film laboratory field in the near future unless the industry takes positive action was made last week by Herbert E. Pilzer, president of Circle Film Labs, New York. He said the demands made upon the film laboratory field by tv and color films have caused such an expansion that the pool of skilled help has been depleted. He recommended that a training program be conducted on an industry basis with the help of trade unions, and that schools be induced to conduct courses in motion picture laboratory work.

The Goldbergs

Currently in production in New York by Guild Films, which will also distribute the series, this is a continuation of the familiar radio and later tv series starring Gertrude Berg, author of the scripts, in her role of Molly. Other stars include her "family": Robert Harris, Eli Mintz, Arlene McQuade and Tom Taylor. A new twist applied by Guild is the move of the Goldbergs from the Bronx to a small community, Haverville, U. S. A.

Grand Ole Opry

After more than 29 years on radio, this grandpappy of all folk musical, country comedy programs has been transferred to tv by Flamingo Films, which anticipates that the series will be showing in more than 200 markets by the end of the year.

Great Gildersleeve

Based on the popular long-time radio series, this half-hour tv show is being produced by Matthew Rapf at the Hal Roach Studios for distribution by the NBC Film Division. It is a comedy program, concerned with the misadventures of Throckmorton B. Gildersleeve, Summerfield's water commissioner and bumbling bon vivant. Willard Waterman is starred.

Gunsmoke

Inevitable consequence of the success of *Gunsmoke* as a CBS Radio program, the series is now moving into television and will start on CBS-TV this fall, with the same sponsor as in radio, Liggett & Myers Tobacco Co. Producer-Director Charles Marquis Warren has signed Filmaster Productions to film the 52-installment adult Western series, which is budgeted at $37,500 per half-hour program.

Ina Ray Hutton Show

This variety-musical, produced and distributed by Guild Films, is directed by Duke Goldstone, who also directs *Liberace* and *Florian ZaBach* shows. The series, in half-hour episodes, features Ina Ray Hutton with her 16-piece band, made up of girl musicians and studded with singing, dancing, and comedy. The show was telecast live on KTTV (TV) Los Angeles for four years before being filmed.

I Spy

Actor Raymond Massey, distinguished on stage and screen, is star of this thriller series now being produced by Guild Films in New York. The program traces dramatic episodes of espionage through the pages of history. Edward Montaigne is director of the show that also stars Dorothy Hart.

It's Always Jan

Janis Paige is starred in this film series about a night club entertainer which Desilu Productions is producing for CBS-TV. Series will make its air debut Sept. 10, sponsored by Procter & Gamble Co. through Compton Advertising.

It's Fun to Reduce

As its title indicates, this Guild Films daytime program deals with the problem of overweight. Margaret Firth is starred.

Jane Wyman

New series, as yet untitled, will star Miss Wyman in 20 of the 36 half-hour films which will be sponsored by Procter & Gamble Co. on NBC-TV, replacing *Fireside Theatre.* Revue Production is filming the series.

Jungle Jim

This is a half-hour outdoor action series starring Johnny Weismuller with Martin Huston playing Skipper, his 12-year-old son, and Tamba, a pet chimpanzee. The background and atmosphere are primarily jungle, and Mr. Weismuller enacts the role of a hunter-guide. Produced and distributed by Screen Gems, the series is available for local and regional syndication.

M-G-M Parade

Scenes from forthcoming Metro-Goldwyn-Mayer theatrical releases and a variety of material from old M-G-M short subjects will be utilized in the half-hour weekly series to start this fall on ABC-TV. American Tobacco Co. has been reported as a possible sponsor for the series, which marks M-G-M's entry into television.

Mickey Mouse Club

Second Walt Disney venture on ABC-TV, *Mickey Mouse Club* starts Oct. 3 as a Monday-Friday program at 5-6 p.m., with Armour & Co., Bristol-Myers Co., Campbell Soup Co., Carnation Co., General Mills, Mars Inc., and Welch Grape Juice Co., already signed as sponsors.

Mr. and Mrs.

Ida Lupino and Howard Duff are co-starred in this sophisticated situation comedy series, which Four Star Productions is doing in partnership with Arc Productions.

My Friend Flicka

TCF Television Productions is filming *My Friend Flicka*, juvenile horse opera based on the Mary O'Hara properties and featuring Anita Louise, Gene Evans and Johnny Washbrook, as well as Flicka, for tv use by CBS-TV, Friday, 7:30-8 p.m.

Navy Log

Exploits of Navy personnel form the basis of this factual adventure series, produced by Sam Gallu in cooperation with the U. S. Navy, to be telecast on CBS-TV, Tues., 8-8:30 p.m., with Maytag Co. and W. A. Sheaffer Pen Co. as co-sponsors.

O. Henry Television Playhouse

Thomas Mitchell portrays O. Henry in this series of 39 half-hour programs based on O. Henry's famed short stories which Gross-Krasne Inc. is producing for distribution by MCA Tv Ltd.

Patti Page Show

Produced and distributed by Screen Gems, this 15-minute program features Miss Page, the Page Five Singers and Jack Rael's Orchestra. The variety show will be seen twice a week in 107 markets, beginning in July, and it is expected that more than 150 stations will broadcast the program.

People's Choice

Jackie Cooper is starred in this situation comedy series which McCadden Corp. is producing for NBC-TV, which will start it on the air this fall with Borden Co. as sponsor.

Red Ryder

This half-hour series will be produced by Flying A Productions and syndicated by CBS-Tv Film Sales. The series is based on the exploits of the popular cartoon cowboy, whose adventures have been appearing in newspapers for nearly 30 years.

Robin Hood

Produced by Saphire Films of London for distribution by Official Films, this series based on the exploits of the legendary outlaw has been sold nationally to Johnson & Johnson and Wildroot Co. for telecasting on CBS-TV starting in September.

Science in Action

This half-hour film series, produced by the California Academy of Sciences and distributed by Television Programs of America, dramatizes the miracles of modern science. Dr. Earl S. Herald is host for the program, which has been sponsored by the American Trust Co. in San Francisco for five years over KRON-TV. The series has just been placed in syndication by TPA.

Screen Directors Playhouse

Through an unusual arrangement with Screen Directors Guild, the entire SDG membership is available for directing assignments for this series of 52 half-hour films which Hal Roach Jr. is to produce for Eastman Kodak Co. sponsorship on NBC-TV. Budget of approximately $50,000 per program has been established for the series.

Sergeant Preston of the Yukon

Charles E. Skinner Productions, a company new to the West Coast, is shooting 52 half-hour episodes of this tv version of the longtime radio serial, which will go on CBS-TV this fall under sponsorship of Quaker Oats Co. Much of the shooting is being done on location in Aspen, Colo.

Sheena, Queen of the Jungle

Produced by Don Sharpe and distributed by ABC Film Syndication, this half-hour adventure series presents Sheena, a beautiful, young African queen who champions justice and peace in her jungle domain. The role of Sheena is played by Irish McCalla. Christian Drake plays the role of Bob the hunter, her friend, and Neil, a chimpanzee with a sense of humor, is cast as "Chim," mascot to Sheena.

Showtime

A musical, variety revue, produced and distributed by Studio Films Inc., this series has been filmed in half-hour episodes, with 39 ready for local sponsorship. A host of talent—of song, dance and comedy—appear in the program that is hosted by comic Frankie Fontaine.

Tabor the Great

An eight-foot mechanical robot is the title character in this series of half-hour films now in preparation by Dudley Television Corp. Based on the Dudley Pictures Republic-released feature film of the same name, *Tabor the Great* is being shot for tv in color in Hollywood, London and various locations in France.

Tales of the Foreign Legion

Erroll Flynn, as the commandant of a Foreign Legion battalion, is starred in this half-hour series, being produced by the Jersey Corp. and Aubrey Baring Assoc. in England and Spain for distribution by CBS-TV Film Sales. Centering around the men of the Legion, each story in the series deals with one man, telling why he joined the Legion and what its effect has been on him.

Tales of the Texas Rangers

This half-hour adventure series about the famed law enforcement body of the Lone Star State is produced and distributed by Screen Gems. It will premiere on CBS-TV on Sept. 3 (Sat., 11:30 a.m. EDT) under the sponsorship of General Mills. *Tales of the Texas Rangers* will star Willard Parker as Jace Pearson, Texas Ranger, and will include Harry Lauter as Clay Morgan, his sidekick.

The Texas Rangers

Based on true life stories of the Texas Rangers, using material from the files of this renowned peace-keeping body, this series is being produced by Four Star Productions in association with International Television Productions of Houston.

Those Whiting Girls

Margaret Whiting, the songstress, and her sister Barbara are starred in a situation comedy series with lots of songs worked into the plot. Show is now on CBS-TV, co-sponsored by Procter & Gamble Co. and General Foods Corp., as summer replacement for *I Love Lucy*, whose producer, Desilu Productions, also turns out *Those Whiting Girls*.

Thunder

Horses and kids are featured in this half-hour drama-adventure series which will be carried on NBC-TV, starting Oct. 15, for General Foods Corp. It is produced by Television Programs of America. The story concerns the adventures of a city orphan who moves to a ranch. The cast includes Peter Graves, Anne Robinson, 11-year-old Bobby Diamond and Gypsy, the wonder horse.

Tugboat Annie

Production of a pilot for *Tugboat Annie* is scheduled for late July by Television Programs of America. Although no specific details were available, TPA revealed that the half-hour series would be supervised by Edward H. Small. The program will not be available until the fall. Theme of the series is the famous *Saturday Evening Post* series.

20th Century-Fox Series

With no name as yet chosen, the hour-long film series produced by the film company's tv subsidiary, TCF Television Productions, for General Electric Co. sponsorship on CBS-TV this fall-winter, has been described by the film company as tv's "biggest, costliest filmed show", with production costs of the programs said to exceed $2 million. Programs will vary in nature, each to be complete in itself.

PRESENT at the annual sales convention of ABC Film Syndication, where promotions, reassignments and appointments were announced [B•T, June 27], were (l to r): seated, Don L. Kearney, vice president in charge of sales; Richard P. Morgan, executive assistant to the president; George T. Shupert, president; Leonard H. Goldenson, American Broadcasting-Paramount Theatres Inc. president; Robert H. O'Brien, AB-PT executive vice president; Robert M. Weitman, ABC vice president in charge of programming and talent; Malcolm Kipp, New York sales representative; standing, Robert J. Powers, New England sales representative; Fred J. Stratmann, San Francisco office; Franklin Freeman, New York state sales representative; Barbara Wilkens, promotion assistant; Patric Rastall, midwest acting manager; John B. Burns, director of national sales; Miss Lee Francis, advertising and promotion manager; Howard Anderson, Dallas office manager; Nat V. Donato, esatern sales manager; Joe Porter, Atlanta office manager; Robert Galen, researcher; Joseph F. Greene, client service dept. manager; Paul Wigand, chief accountant, and William Clark, western manager.

Uncommon Valor

Half-hour dramatic presentations showing history-making exploits of the U. S. Marines, this series covers the years between 1914 and 1955 through the eyes of men who participated in the action. It was produced by Executive Productions Inc. with the cooperation of the U. S. Marines and is being distributed by the General Teleradio Film Division. Most of the sequences are from the official motion picture film library of the U. S. Marine Corps, with additional passages from the files of the U. S. Navy and National Archives.

Warner Brothers Presents

New hour-long weekly series (Tues., 7:30-8:30 p.m.) on ABC-TV will include 13 "Cheyenne" Western segments, 13 "Kings Row" romance segments, and 13 "Casablanca" adventure segments. Sponsors are: General Electric Co., Liggett & Myers Tobacco Co., Monsanto Chemical Co. Sunset Productions, tv subsidiary of Warner Brothers, has begun work on the programs.

Wyatt Earp

Desilu Productions is handling production of this ABC-TV series about the most famous of all Western sheriffs, which will be sponsored alternately by Parker Pen Co. and General Mills.

You Can't Take It With You

Based on the original play by Moss Hart and George S. Kaufman, this half-hour situation comedy series is being produced and distributed by Screen Gems. The tv series stars Cecil Kellaway as Grandpa, George Givot as the hungry dancing teacher; Barbara Britton as the normal member of the family; Nydia Westman as Grandpa's daughter, and Joyce Holden as the granddaughter least likely to succeed as a ballet dancer.

* * *

In addition to the tv film series which are already set to start on the air this fall, scores of others are in preparation for telecasting at some future time and many pilot films are now being shown to prospective sponsors as ready to go into production on short notice.

In the past seven years since tv film production tentatively got underway, it has passed through several distinct phases. Several years ago enthusiasm ran high and new production companies by the score announced that they were in business and preparing many new tv film series, most of which never came to pass.

Then came an era of ultraconservatism, with advertisers and broadcasters willing to do business only with the established firms who had proven their ability to deliver what they promised. Instead of wildly making pilots or even series on spec, the practice was not to turn a camera unless a signed contract for the series was in hand. At that time the network syndication divisions began to make their own production tie-ups such as that of CBS-TV with Desilu, NBC-TV with Hal Roach Jr.

Can Afford Pilots

Today, the major tv film companies can afford to make pilots for their own package programs, in addition to those made on order from advertisers, networks or major tv film distributors. Some firms, like Ziv, handle the whole deal themselves, originating, producing, selling and distributing their film series.

With the gain of film jurisdiction rights in their new contracts with NABET [B•T, April 11], NBC-TV and ABC-TV are beginning to farm out production assignments for a number of network pilots. The same is true of CBS-TV, which led the way for this practice with its IATSE contract.

Pilots which CBS-TV has had completed for the fall market include *The Mighty O*, dealing with a Coast Guard cargo vessel, filmed by Hal Roach Studios and starring Craig Stevens and Alan Hale Jr., produced by Bill Brennan; *Henry Aldrich*, filmed by Desilu; *Daniel Boone, Frontier Scout*, produced by E. D. Leshin and based on legends of this American pioneer; *Miss Pepperdine*, starring Marie Wilson as receptionist to a dress manufacturer, filmed by McCadden Productions; *Yankee Privateer*, filmed by Kling Studios.

CBS-TV Hawaiian Series

A major item on CBS-TV's upcoming list is *Hart of Honolulu*, to be filmed in that city with Dennis O'Keefe and an all-Hawaiian supporting cast. Series, expected to be shot beyond the pilot, is the story of a Honolulu-born American novelist en route to the Far East.

NBC-TV has either completed or just about completed pilot films for *My Man Sing*, situation comedy concerning a young lady who inherits a Chinese houseboy, produced by Matthew Rapf at Hal Roach Studios; *Inside Dope*, comedy with a newspaper background, featuring Bill Goodwin and Cliff Arquette, also filmed by Roach with Matthew Rapf as producer; *Hildegarde Withers*, with Agnes Moorehead playing the mystery-solving lady created by author Stuart Palmer, produced by Tom McKnight; *Skip Taylor, USAF*, dealing with the adventures of three air cadets, produced by Stuart Reynolds; *Submarine*, underwater adventures of World War II, produced by John Florea.

Also *Frontier*, filmed by Roach Studios with Matthew Rapf as producer and reportedly scheduled for sponsorship by Reynolds Metals as the fall replacement for *Mister Peepers;* another Rapf-produced pilot, *Challenge;* a documentary, *Impact*, filmed by McCadden, and *Delightful Imposter*, a joint NBC-McCadden venture.

In addition, Hal Roach Studios has completed pilots of *Just Plain Folks*, with Zsa Zsa Gabor and Cy Howard, program's creator, and *Have Camera, Will Travel*, with Paul Gilbert, for NBC-TV.

Four Star Productions has pilots on a new *Mr. Blandings* series with MacDonald Carey in the title part, a Frank Lovejoy series and *Grand Motel*, based on the current novel of that name.

Reed Has Pilots

Roland Reed Productions has pilots in the can for *The Baxter Boy*, a teen-age situation comedy starring Johnny McGovern, and *Alarm*, a dramatic human interest series based on an actual fire.

Studio City Television Productions is preparing an original series, *Frontier Doctor*, which scheduled for early production.

Hal Roach Jr. is working on a tv format for a series to star the comedy team of Stan Laurel and Oliver Hardy, in addition to the John Nesbitt *Passing Parade* series which reportedly is ready to be signed for sponsorship.

Desilu Productions has completed pilot films of *Mr. Tutt*, based on the Arthur Train stories and starring Walter Brennan; *Just Off Broadway*, with Rose Marie, Peggy Ryan and Ray McDonald; *Buckley*, starring Dorothy Lamour; *The Web*, for Goodson-Todman, and *It's a Great Country* for ABC-TV.

Authors Playhouse, the Brewster Morgan-Eugene Solow firm, has on its upcoming slate a series also named *Authors Playhouse*, whose individual programs will be drawn from stories by such top American writers as John Hersey, Ben Ames Williams, William Saroyan, John Steinbeck, Christopher Lafarge and Ring Lardner.

John W. Loveton Radio & Tv Productions is showing half-hour pilot film of projected *Scattergood Baines* series, based on the Clarence Buddington Kelland stories, with Will Rogers Jr. starred. *Mr. and Mrs. North*, formerly on NBC-TV, which the Loveton firm has had in syndication, may go into production for a new series on CBS-TV for which negotiations are reportedly now in progress.

Revue Productions has *State Trooper*, starring Rod Cameron as a modern Western law officer, in the works as a successor to *City Detective*, Revue series also starring Mr. Cameron. New series will be syndicated by MCA-TV.

Two in Preparation

Screen Gems is also making preliminary preparations on *Circus Boy* and *Tales of the Bengal Lancers*, but production has not started on these programs and they are not expected to be available for fall distribution.

Charles E. Skinner Productions' future book includes a Western series, *Riders of the Pony Express*, and one of earlier days in American history, based on the novels of James Fenimore Cooper.

Roy Rogers Productions is preparing a new series, *Brave Eagle*, for CBS-TV.

A number of the film producers and distributors are not putting new tv programs on the market this fall but are concentrating on preparing additional sequences for already-established series begun last year or earlier (such as Ziv's *Cisco Kid*, entering its sixth year in television this fall), for which there is a continuing demand from stations and sponsors. There is neither space nor need to list these programs here, but it should be noted that they comprise a major part of the tv film fare which will be televised during the months ahead.

Not all the films shown on tv are specially made for this medium. Feature films originally screened for theatrical showing have also proven popular on tv. Last March, B•T found that 16.6% of station air time was devoted to these films, slightly more than the time given to films made expressly for telecasting, which received 13.8% of the total station air time.

There are no indications of any curtailment in the telecasting of feature films in the immediate future. MCA-TV, distributor of 56 hour-long Gene Autry pictures and 67 Roy Rogers pictures of the same length, now released to tv for the first time, reported sales of $3 million in the first three weeks [B•T, May 2]. National Telefilm Associates achieved $736,000 worth of sales of its "Fabulous Forty" package of British feature films in the first month [B•T, June 13].

NBC-TV 'First'

On Oct. 9, NBC-TV will set a tv "first" by telecasting in color the full-length color feature picture, *The Constant Husband*, preceding its release to motion picture houses [B•T, June 6]. NBC-TV will also colorcast *The Magic Box* on its network, obtaining from NTA the rights to the picture, one of the "Fabulous Forty," a step which required releases by the 18 tv stations which had already purchased the package [B•T, July 4].

CREAM OF WHEAT TO STRESS NIGHT TV; FIVE OTHERS SET RADIO-TV CAMPAIGNS

Increase in tv budget to $675,000 announced by cereal firm for its drive in 56 markets. Robert Hall Clothes plans radio-tv splurge. Others: 'Digest,' Muriel cigars, Blue Bonnet, Seabrook Farms.

CREAM of Wheat Corp., Minneapolis, is putting $675,000—representing an increase of more than 40% over its broadcast budget of last year—into a television campaign using station identifications in Class A evening time.

The company is one of several advertisers active in radio and television spot planning last week. Others include Muriel cigars, *Reader's Digest* magazine, Blue Bonnet margarine, Seabrook Farms and Robert Hall Clothes.

Cream of Wheat will pour its $675,000 into 56 markets, using three to four Class A nighttime ID's effective Aug. 15 for 52 weeks. The 52-week contract will prevail everywhere except in the South and Southwest, where a 39-week campaign will take place, since the firm will not use the 13 summer weeks in those areas.

The schedule marks the first time that Cream of Wheat is using nighttime television. Last year the firm used alternate weeks of daytime radio and television in each market. But this season the plans call for television only, with an increase of $200,000 in the budget over last year.

BBDO, Minneapolis, is the agency preparing and placing the campaign.

Other Ad Drives

P. Lorillard Co. (Muriel cigars), New York, starts a radio spot campaign this month in about a half-dozen markets through Lennen & Newell, New York.

Reader's Digest, through Schwab & Beatty, New York, is preparing a one-week spot announcement campaign in a number of midwest markets, using both radio and tv. The schedule starts Aug. 15.

Standard Brands (Blue Bonnet margarine), New York, effective today (Monday) is entering a radio and tv spot announcement schedule in 40 to 50 markets. Ted Bates & Co., New York, is the agency.

Seabrook Farms (frozen vegetables and fruits), Bridgeton, N. J., now making up its plans, is expected to run its annual 26-week campaign Oct. 1 through April 1, most likely using both radio and television as in the past. N. W. Ayer & Son, New York, is the agency.

Robert Hall Clothes, New York, is formulating plans for the largest television-radio campaign in the firm's history, according to Jerry Bess, vice president in charge of television and radio of the Frank B. Sawdon Agency, New York, which handles the account. The budget will be well over a million dollars for time purchases alone.

The television and radio schedules of the clothing chain will be expanded in 125 cities from coast to coast and will feature Robert Hall's national celebration of the opening of its 200th store this fall.

The campaign will be launched the latter part of August and will reach saturation point in the 125 cities by September. In addition to increasing the schedule of spot announcements, Mr. Bess is buying time in eight new markets to herald the opening of 19 new Robert Hall stores this fall.

Robert Hall is considered one of the largest retail users of saturation radio and tv campaigns.

ARRANGEMENTS for 13 weeks of spot announcements on KLAC Hollywood are completed by (l to r) Jim Bishop, Baker-Crawford-Bishop Co., L. A. (Bud's Waffle Syrup); Jack Miller, account executive, D'Arcy Adv., there, representing Baker-Crawford-Bishop, and KLAC sales representative Jack Butler.

New Chesebrough-Pond's To Retain Same Agencies

CHESEBROUGH-POND'S Inc., new firm formed by the merger of Chesebrough Mfg. Co. (Vaseline brand products), and Pond's Extract Co. (cosmetics), will continue the advertising agency associations of both predecessor companies, Albert B. Richardson, who has been named vice president in charge of advertising, announced last week.

The Pond's agency is J. Walter Thompson Co. The firm has been with the agency since 1886. Chesebrough will continue with McCann-Erickson. Their affiliation dates back to 1912.

Mr. Richardson succeeds Basil L. Emery, who was elected vice president and assistant to the president.

'Channel 4 Store' Plan Includes Over 6,500 N. Y. Food Stores

GROUP of food chain outlets in the New York metropolitan area, comprising more than 6,500 stores with an estimated volume of $3 billion, has signed to participate in WRCA-TV New York's "Channel 4 Store" plan, designed to merchandise and promote, at point of sale, food products advertised on the station.

The plan will be put into operation Thursday on behalf of Dilbert's Markets for one week. On succeeding weeks the promotion will be extended to other participants, including, thus far, Acme Super Markets, Food Fair, Shopwell Markets, Associated Stores, Key Food Stores, Shop-Rite Stores, Daitch Markets, Sunrise Markets, Diamond K Markets, King Kullen Markets, and Kings Markets.

Max E. Buck, director of advertising and merchandising for WRCA-AM-TV, reported that advertisers eligible for the plan must sponsor an on-the-air schedule of $1,500 in announcements or participations in daylight hours, or run schedules of $5,000 or more per week for announcements or programs regardless of time classification. Sidney Matz, WRCA-TV mechandising coordinator, will supervise a field staff that will arrange for manufacturer participation and work closely with retail outlets.

During each chain promotion, WRCA-TV will use its tv personalities and on-the-air announcements to build traffic and stimulate sales. In turn, advertisers in the "Channel 4 Store" plan will receive promotional assistance from 6,500 participating stores in the form of store displays, newspaper promotion in the chain advertisements, bulletins to store managers ordering product promotion, and sales reports on each promotion.

Nielsen Index to 12 Stations

SIGNING of 12 additional stations, including NBC-owned KRCA (TV) Los Angeles and KNBC San Francisco, for Nielsen Station Index (NSI) surveys has been reported by A. C. Nielsen Co. Others, bringing station total to 61, were WMCA and WNEW New York, WITH Baltimore, WERD and WAOK Atlanta, KTTV (TV) and KTLA (TV) Los Angeles, WVDA Boston and WGN Chicago and KFUO St. Louis. Six new agency contracts also reported, bringing agency advertiser total to 87 (75 agency, 12 advertiser), are: Campbell-Ewald and Ogilvy, Benson & Mather, both Detroit; Godman & Shoop and Wasser, Kay & Phillips, Pittsburgh; Advertising Corp. of America and Erwin, Wasey & Co., Los Angeles, and Wherry, Baker & Tilden, Chicago.

LATEST RATINGS

NIELSEN

Top 10 Tv Programs
Two Weeks Ending June 11, 1955
Number of Tv Homes Reached

Rank	Program	Homes (000)
1	George Gobel Show (Pet Milk) (NBC)	13,600
2	I Love Lucy (P & G) (CBS)	13,161
3	Jackie Gleason Show (CBS)	12,912
4	Disneyland (ABC)	12,171
5	Ford Theatre (NBC)	12,088
6	Dragnet (NBC)	11,946
7	I Love Lucy (Philip Morris) (CBS)	11,791
8	Toast of the Town (CBS)	11,686
9	Producers Showcase (NBC)	11,341
10	Lux Theatre (NBC)	10,974

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1	George Gobel Show (Pet Milk) (NBC)	41.4
2	Jackie Gleason Show (CBS)	40.3
3	I Love Lucy (P & G) (CBS)	39.7
4	Ford Theatre (NBC)	37.4
5	Disneyland (ABC)	37.3
6	Dragnet (NBC)	36.7
7	Toast of the Town (CBS)	36.0
8	Producers Showcase (NBC)	35.9
9	Lux Theatre (NBC)	35.7
10	I Love Lucy (Philip Morris) (CBS)	35.6

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

Top 10 Network Programs
June 1-7, 1955

	Name of Program	No. of Cities	% of Tv Homes
1.	I Love Lucy (CBS-TV)	147	36.8
2.	Jackie Gleason (CBS-TV)	110	35.4
3.	Toast of the Town (CBS-TV)	142	35.3
4.	You Bet Your Life (NBC-TV)	147	34.0
5.	Dragnet (NBC-TV)	128	33.9
6.	Studio One (CBS-TV)	91	31.9
7.	GE Theatre (CBS-TV)	123	31.4
8.	Comedy Hour (Martin & Lewis) (NBC-TV)	125	30.9
9.	Max Liebman's Spectacular (NBC-TV)	99	30.8
10.	Climax (CBS-TV)	118	30.7

	Name of Program	No. of Cities	No. of Tv Homes (000)
1.	I Love Lucy (CBS-TV)	147	13,283
2.	Toast of the Town (CBS-TV)	142	12,581
3.	Jackie Gleason (CBS-TV)	110	11,716
4.	You Bet Your Life (NBC-TV)	147	11,649
5.	Dragnet (NBC-TV)	128	11,197
6.	December Bride (CBS-TV)	163	10,914
7.	Comedy Hour (NBC-TV)	125	10,569
8.	GE Theatre (CBS-TV)	123	10,461
9.	Climax (CBS-TV)	118	10,285
10.	Cavalcade of Sports (NBC-TV)	136	10,092

Copyright, Videodex Inc.

MORE FIRMS SPEND MORE ON TV YEARLY

TvB finds repeated re-orders are key to television's success.

FACTS and figures pointing up television's performance as a salesman are highlighted in a 67-page presentation released by Television Bureau of Advertising last week.

The presentation incorporates the findings of the first two major research projects commissioned by TvB—the survey of the washing machine market by A. C. Nielsen Co., and the "market basket" survey of supermarket shoppers by the Institute for Research in Mass Motivations [B•T, May 30].

These findings, first made public by TvB President Oliver Treyz in the TvB session at the NARTB convention, and other research data are used to spell out answers to three basic questions with which the presentation, called "The Three 'Hows' of Television," is concerned: How many prospects does tv reach? How much does it cost to reach them? How effective are its sales messages?

As of May 1, the study shows, "more than nine of every ten U. S. homes are in areas covered by television . . . more than seven of every ten U. S. homes own a television set . . . [and] in the first four months of 1955, the average television home used its set five hours, 28 minutes per day—more than 38 hours per week."

While magazine circulation-per-dollar has dropped 14% and newspapers 12% in the past four years, the presentation continues, the number of homes reached per dollar by television has increased 38%. Cost data also are cited to show that "television not only reaches the prospects an advertiser wants to reach, but it reaches them at low unit cost—regardless of whether he uses network, national spot [or] local television."

The Test: Re-orders

Citing the sales maxim that says, "You haven't completed a sale until you get a re-order," the study maintains that "here lies the key to television's success." The following table, using Publishers Information Bureau figures on network advertisers and N. C. Rorabaugh Co.'s for spot advertisers, shows how the number of national and regional users of tv has grown since 1949:

Number of television advertisers

First Quarter of	Nat'l & Regional Spot	Network
1949	267	52
1950	527	102
1951	987	169
1952	1,277	177
1953	1,260	168
1954	1,950	214
1955	2,346	236

Moreover, the presentation points out, "of the 'top national advertisers' who used one or more of the four major media, 95 are eligible for television advertising"—and 90 of these 95 did use tv last year, while one of the year's five eligible holdouts has started in television this year. [Eligibility refers to acceptability of product; hard liquor advertising, for instance, is not accepted by broadcast stations.] Also, it was noted, whereas the "top national advertisers" spent 8.3% more in the four major media in 1954 than in 1953, their expenditures in network television alone were up a whopping 45%.

TvB also cites the tv record of Procter & Gamble Co., "one of the largest—and considered by many as the most penny-conscious—advertisers in the world." The presentation points out that P&G spent an estimated $34.5 million in network and national spot television time (not including talent expenditures) in 1954—"4.7 times more than they spent in newspapers and supplements [and] 5.2 times more than they spent in general and farm magazines."

"But you don't have to be a Procter & Gamble to appreciate the impact of television as an advertising medium," the presentation assures. It presents the following table, from PIB figures, to show how some of the smaller advertisers—advertisers not to be found among the top 100 spenders—have "reordered" television over the years. Nor do these figures include spot tv expenditures:

Gross Television Network Expenditures

Advertiser	1951	1954	% Increase 1954 Over 1951
Simoniz Co.	$123,410	$1,395,163	1,031
Wine Corp. of America	$308,415	$1,231,827	299
Singer Mfg. Co.	$130,905	$1,086,621	730
C. Swanson & Sons	$257,193	$ 904,290	252
Gerber Products	$166,950	$ 857,676	414

Wrapping up its presentation on the effectiveness of tv advertising, TvB presents final results of the study made by the Institute for Research in Mass Motivations among shoppers in Fresno and San Francisco, Calif., and in Peekskill, Tarrytown and Syracuse, N. Y. The surveyed shoppers credited television with having been the medium most responsible for purchases representing 49.4% of the dollars they had spent. The study also showed that television was the leading influence in 14 of 17 product categories—and the dominant [more than 50%] influence in 9 of the 17.

Klau-Van Pietersom-Dunlap Elects Five in Top Echelon

ELECTION of Frank V. Birch from president to chairman of the board of Klau-Van Pietersom-Dunlap Inc., Milwaukee advertising agency, has been announced. Coupled with this action, was the election of A. R. McGinnis

MR. BIRCH MR. McGINNIS

treasurer, to president and treasurer of the agency, which celebrates its 50th anniversary in 1956.

The board also named George J. Callos, executive vice president since 1951, to the post of executive vice president and general manager. Lee I. Archer was re-elected secretary and Louis Panella, agency vice president and fifth member of the board, was named assistant secretary.

Mr. Birch has been with Klau-Van Pietersom-Dunlap since 1919. He was elected president in 1951. Mr. McGinnis joined the company in 1936 after heading his own agency in Minneapolis-St. Paul.

B•T Names Christopher

APPOINTMENT of Lawrence Christopher as associate editor in charge of western news operations was announced last week by Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING.

MR. CHRISTOPHER

Mr. Christopher's appointment is effective July 15. He will headquarter in B•T's Hollywood bureau.

A veteran of 12 years' service with B•T, Mr. Christopher has covered most branches of the federal government, in recent years specializing in FCC activities. He is a graduate of American U., Washington, a member of Sigma Delta Chi (national journalism fraternity) and the National Press Club. He is 31.

Also announced last week were the resignations of Leo Kovner as western news editor and Marjorie Ann Thomas as tv film editor in Hollywood.

At Washington headquarters of the magazine, Frank Gentile was appointed subscription fulfillment manager, reporting to John P. Cosgrove, manager of circulation and readers' service. Mr. Gentile joined B•T last October.

John U. Reber Dies at 62; Headed Thompson Radio Dept.

JOHN U. REBER, 62, a vice president and director of J. Walter Thompson Co., and head of its radio department, died following a heart attack July 3, at his country home at State Hill, Reading, Pa.

Mr. Reber was a native of Reading. He joined the agency in 1917 and was named a vice president in 1929. In 1933 he became a director. He was radio-tv supervisor of the Kraft Foods Co. account and was credited for the company's successful use of those media including *Kraft Theatre*. He developed many famous radio programs, including the Major Bowes, Eddie Cantor and Burns & Allen shows.

An alumnus of Phillips Exeter Academy, he was graduated from Amherst College, Amherst, Mass., in 1916. He served in the U. S. Navy during World War I and following the war he headed the JWT London office three years.

He leaves his wife, the former Milena Miller; three sons, John of Westport, Conn., and Richard and Christopher of New York, and a daughter, Mrs. Fred Jones of Sewickley, Pa.

Top 1955 Ad Student Picked

THE Assn of Advertising Men & Women last week announced that John William Sorrano of Fresno, Calif., a June graduate of the U. of Notre Dame, has been named "Outstanding Advertising Student in America, 1955."

Mr. Sorrano was chosen over 49 other top advertising and marketing seniors on the basis of his participation in the AAM&W's fifth annual "Inside Advertising Week," held last April, and his scholastic and extra-curricular record.

IMPORTANT *Baltimore* FACTS

BALTIMORE has the largest plant in the world for the manufacture of long distance cable.

BALTIMORE has the largest plant devoted exclusively to stainless steel manufacture.

BALTIMORE has the largest producer in America of portable electric tools.

BALTIMORE has the largest superphosphates plant in the world.

BALTIMORE has the largest tidewater steel plant in the world.

BALTIMORE has the largest copper refinery in the world.

BALTIMORE has one of the largest sugar refineries in the world.

BALTIMORE is the largest maker of venetian blinds in the world.

BALTIMORE has the largest producer of spices and extracts.

BALTIMORE has the largest straw hat plant in the world.

BALTIMORE has largest plant in the world making porcelain enamel by continuous process.

BALTIMORE has the largest single airplane construction unit in the world.

BALTIMORE now has the largest meat packer on the Atlantic Seaboard.

Baltimore's FIRST TELEVISION STATION

October 27, 1947

FIRST ON AIR—
FIRST WITH VIEWING AUDIENCE—
212.5 Quarter-hour Firsts*
FIRST WITH SUPER POWER— July 26, 1953
FIRST WITH COLOR— December 30, 1953
FIRST WITH REMOTE PICKUPS—
2469 (as of July 14, 1955)

*Based on A.R.B. Survey

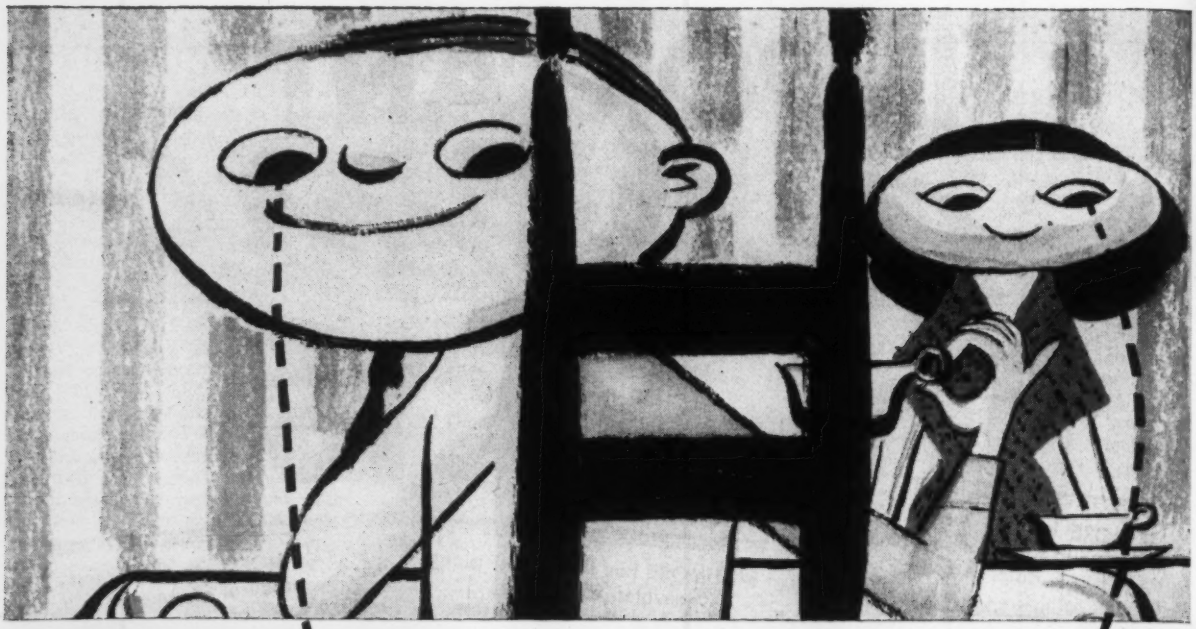
The Baltimore facts shown herein are published with the consent of Miller Brothers, Baltimore's nationally famous restaurant.

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



greater Nashville watches channel **5**

Channel 5 leads all Nashville in share of television audience growth. For availabilities, check The Katz Agency, our national representatives.

the CBS station for 62 Tennessee and Kentucky counties—a billion dollar market reached by Nashville's highest towered, maximum powered station. In addition to complete Nashville coverage, WLAC-TV delivers a consistently clear signal to an area that's "fringe" to others, "basic fabric" to channel 5. This exclusive WLAC-TV bonus area contains at least 43,000 families with tv sets, bringing our total coverage to a potential quarter million families.

WLAC-TV

100,000 watts • channel 5
CBS Basic Affiliate
Nashville, Tenn.

For availabilities, check our national reps, The Katz Agency.

New Thompson Group Issues Operational Credo

THE NEW management team of J. Walter Thompson Co. spelled out its operational credo last week. President Norman H. Strouse, Vice Chairmen Henry C. Flowers Jr. and Samuel W. Meek, elected in the realignment which also elevated Stanley Resor from president to chairman of the board [B•T, July 4], issued a statement which said in part:

"The new executive team of the J. Walter Thompson Co. is designed to take advantage of the growing and expanding opportunities of our company in the years ahead. It is in line with the best management strategy which is developing in American business as a whole.

The statement also said, "We believe there is greater opportunity for young people in advertising and selling than ever before because the years ahead will undoubtedly see greatly expanded use of products and services to meet the requirements of a much higher standard of living."

The statement also reported that "Mr. Resor will continue active in the management of our company. Mr. Strouse will make his headquarters in New York but will continue to take a direct interest in our Detroit office," which he headed before elected to the presidency.

SPOT NEW BUSINESS

Procter & Gamble (Duz), Cincinnati, is planning tv spot announcement campaign starting today (Mon.) in scattered markets. Contract, placed through Compton Adv., N. Y., is for usual P&G till forbid duration.

Wong's Frozen Chinese Foods (Chung Wong frozen chop suey), L. A., starts heavy radio spot announcement campaign on four independent L. A. stations for 16 weeks starting today (Mon.). Agency: Mottl & Siteman Adv., L. A.

NETWORK NEW BUSINESS

Scott Paper Co., Chester, Pa., will sponsor *Father Knows Best* on NBC-TV (Wed., 8:30-9 p.m. EDT), effective Aug. 31. Agency: J. Walter Thompson Co., N. Y.

General Foods Corp. (Post cereals), White Plains, N. Y., signs for *Commando Cody* on NBC-TV (Sat., 11-11:30 a.m.) effective July 16. Agency: Benton & Bowles, N. Y.

NETWORK RENEWALS

Beltone Hearing Aid Co., Chicago, buys first Tues. quarter-hour of *Breakfast Club* on ABC Radio (Mon.-Fri., 8-9 a.m.) for 52 weeks, starting Sept. 13. Firm previously bought two segments on test basis last April. Agency: Olian & Bronner Inc., Chicago.

Aluminium Ltd., N. Y., to resume sponsorship of *Omnibus,* on CBS-TV (Sun., 5-6:30 p.m. EDT), when series returns Oct. 9. Agency: J. Walter Thompson Co., N. Y.

AGENCY APPOINTMENTS

Florida Furniture Market and **Home Builders Show,** Miami, has appointed E. M. Eisfeld Adv. Management, same city.

Grove Labs, St. Louis, has named Dowd, Redfield & Johnstone, N. Y., to introduce and handle advertising for three new proprietary drug products.

GULF OIL CORP., through its Charlotte (N. C.) district office, takes sponsorship of three newscasts per day, six days a week over WIST there, for its Gulfpride motor oil. L to r: Thomas B. Sawyer, WIST sales; Frank Harden, managing director of the station, and William A. Collier, assistant manager, Gulf's Charlotte district.

Towne Talk Co. (Towne Talk foods), L. A., has named Mottl & Siteman Adv., same city. Charles Mottl and Irvin Siteman are account executives.

White-Rodgers Electric Co. (electrical controls), St. Louis, has appointed Oakleigh R. French & Assoc., same city. Kenneth J. Bayer, executive vice president, heads service team of account.

Progress Mfg. Co. (residential lighting fixtures, home ventilating fans), Phila., appoints Al Paul Lefton Co., same city.

Foremost Dairies, midwest div., Minneapolis, has appointed Bruce B. Brewer & Co., Minneapolis.

U. S. Igniter Corp. (spark plugs), Phila., has appointed Adv. Assoc. of Phila. Inc.

Rockwood & Co. (chocolate, cocoa products), Brooklyn, N. Y., names Robert W. Orr & Assoc., N. Y.

Ivo Inc. (drug, cosmetic products), West Bend, Wis., appoints Grant Adv., Chicago.

AGENCY SHORTS

Don Frank & Assoc., Beverly Hills, Calif., has merged with Byron H. Brown & Staff, L. A., retaining latter name. Mr. Frank becomes vice president of Brown. Frank accounts move to Brown.

Oakleigh R. French & Assoc., St. Louis, incorporates from partnership with officers: Oakleigh R. French, president; Kenneth J. Bayer, executive vice president; Oakleigh R. French Jr., vice president; Mazie G. French, secretary-treasurer.

Ruthrauff & Ryan Inc., Houston, Tex., moves to larger quarters in Old National Insurance Bldg., 515 Fannin St.

Modern Office

IMPORTANCE of television in modern business is stressed in plans for 38-story office building to be erected by Joseph E. Seagram & Sons Inc., subsidiary of Seagram Distillers, on Park Avenue between 52nd and 53rd Sts., New York. Building, to be known as Seagram Park Avenue, will contain transmission and receiving equipment for closed-circuit tv in color as well as master outlet system for receiving tv broadcasts. Skyscraper will take two years to build.

A&A PEOPLE

Randolph McKelvey, Young & Rubicam, N. Y., appointed vice president and account supervisor.

David Pierson, regional sales manager, Green Giant Co., Le Sueur, Minn., appointed sales director.

Clinton O. Clark, Ewell & Thurber Assoc., Toledo, Ohio, to Compton Adv., N. Y., as assistant to president.

MR. CLARK

William Dahlman, G. Frank Johnson and **Herbert W. Warden** named vice presidents, Ogilvy, Benson & Mather, N. Y.

Charles H. Howson, MacManus, John & Adams Inc., Baltimore, named office manager.

Rita Burton, former assistant sales promotion and publicity director, KCOP (TV) Hollywood, to Enyart & Rose Adv., same city, as copy chief and assistant publicity director.

Mary Ann Dahl, formerly with WNAX Yankton, S. D., to Lessing Adv. Co., Des Moines, Iowa, as radio-tv copy director, succeeding **Peggy Rayborn.**

MISS DAHL

Harold S. Boxer, television-radio div., Westinghouse Electric Corp., Metuchen, N. J., to Fedders-Quigan Corp. (heating, cooling products), Buffalo, N. Y., as advertising and sales promotion manager.

R. E. Anthony, personnel and distributor relations director, Pabst Brewing Co., Chicago, appointed general sales manager, Tap-a-Can Div.

David Lasley, formerly account executive, CBS Radio Spot Sales, to Levinger Adv. Agency, Santa Rosa, Calif., as radio-tv account executive.

John L. McQuigg, J. Walter Thompson Co., Detroit, named office manager, succeeding **Norman H. Strouse,** who was named JWT president last week [B•T, July 4].

MR. McQUIGG

J. Clark Mattimore, advertising manager, Conde Nast Publications, N. Y., to Kenyon & Eckhardt N. Y., as field account executive on Shell Oil; **John Murphy,** Biow - Beirn - Toigo, N. Y., to K&E film dept.

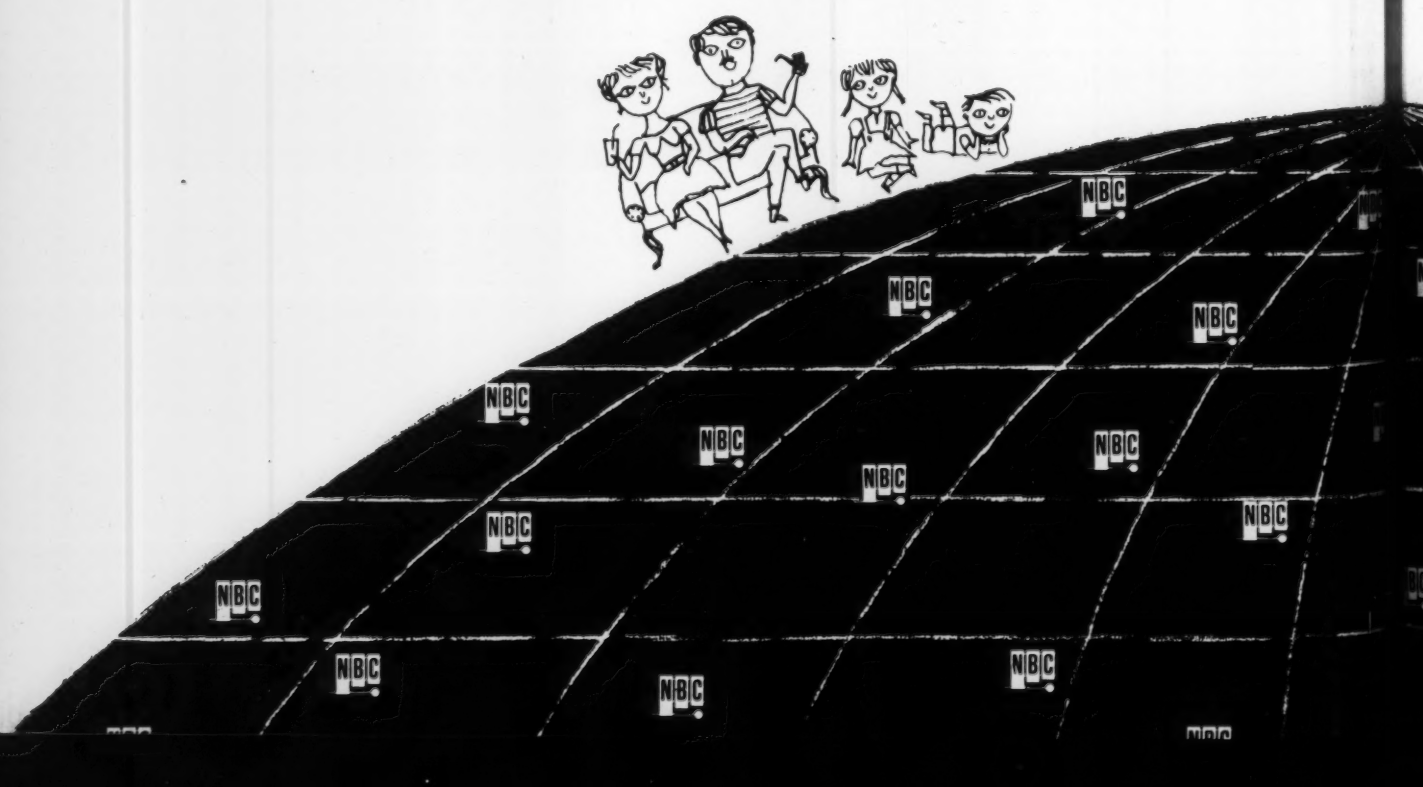
on top of the wide

Last week NBC Television transported 40,000,000 viewers out of their living rooms into the Wide Wide World. Forty cameras, 32,000 miles of cable and relays, a thousand technicians turned a continent into a playground; turned ninety-minutes of a Monday evening into a national holiday.

Critics from east to west spoke up for delighted audiences: "Superb entertainment," wrote J. P. Shanley in the New York Times. "NBC's Wide Wide World gave us a Wide Wide Thrill," said Irv Kupcinet in the Chicago Sun-Times. "The most ambitious use of electronics to date," said Daily Variety in Hollywood.

That was the first Wide Wide World. The mobile units are organizing new assignments, searching out new places, new faces, new surprises for the next performance.

And NBC is staying right on top of the world. Out of the problems and realities of this troubled century



wide world

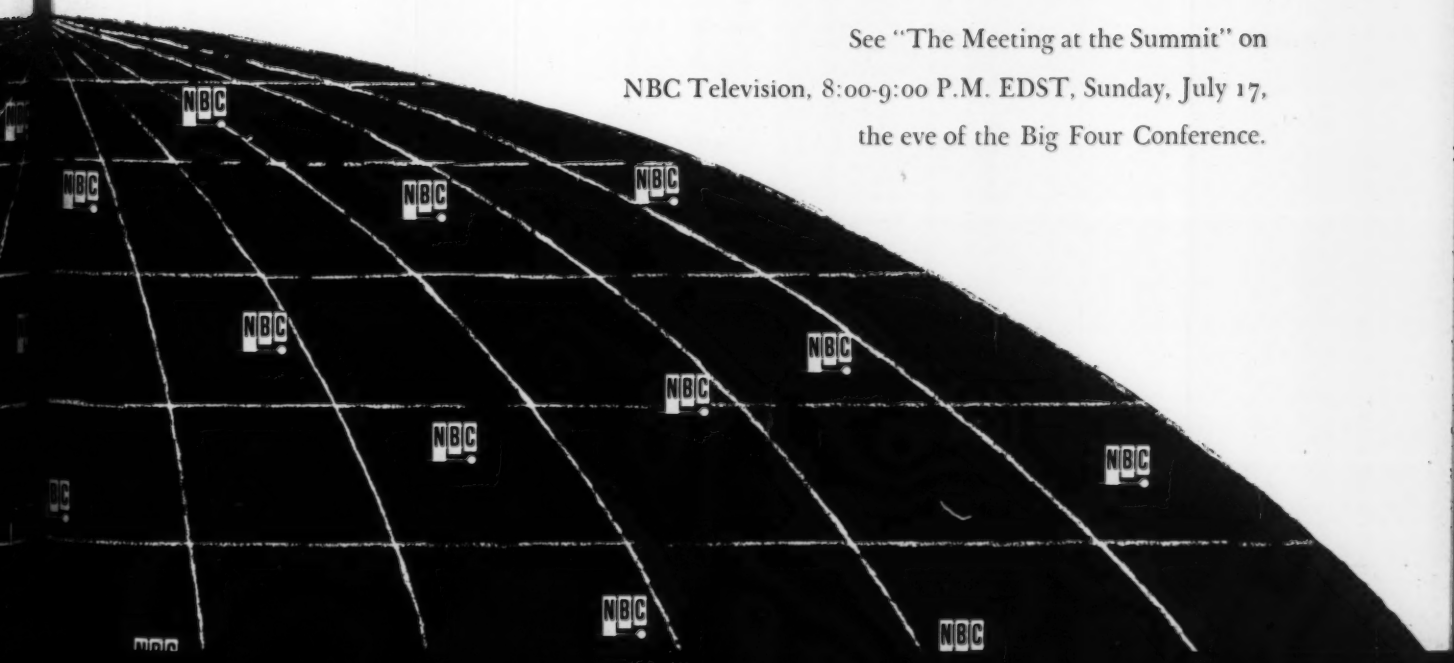
a series of compelling programs is being created — programs with the impact of a banner headline. "1976," an exciting look at your world of tomorrow, is a telementary scheduled for October 9. Later this fall you will see "Nightmare in Red," an hour-long dramatic history of Russian communism, and "The Jazz Age," a report on America's boisterous "bubble" years, both part of NBC's "Project 20." "Young India," a study of what India is today, has been filmed in color by NBC and is scheduled for November showing.

All this is a part of the NBC design for television . . . to present the real world — the world of entertainment, of enlightenment, of information, of conflict and debate.

Television like this has given NBC its commanding leadership in audience. And wise advertisers will make it a point to be where the audience is.

Exciting things are happening on NBC television

a service of RCA



See "The Meeting at the Summit" on
NBC Television, 8:00-9:00 P.M. EDST, Sunday, July 17,
the eve of the Big Four Conference.

Sioux City Sue favors the rectangular look

Fashion plays a large part in Sioux City Sue's life — she keeps a close eye on the Paris couturiers — but this particular "look" refers to the shape of TV screens, not clothes.

Sue (plus 152,875 of her 204,500 neighbor families) owns a TV set, and television fashions a lot of her spare time. She's an inveterate viewer, true — but discriminating, too. She looks mostly at KVTV Channel 9.

A recent Telepulse Survey clearly pointed to Sue's viewing preference — KVTV rated a 77% share of audience from 6 to 12 weeknights . . . with the top 10 shows plus the top 23, and 24 of the top 25!

To set the style for advertisers, this should be titled "Sioux City Sue favors KVTV Channel 9". But no matter if the moral hit home . . . the best way to reach Sue and her $991 million buying income is KVTV television.

Your Katz man is as close to you as your telephone.

CBS • ABC

KVTV Channel 9

Sioux City, Iowa

Serving Iowa's 2nd largest market.

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota.
Don D. Sullivan, Advertising Director.

ADVERTISERS & AGENCIES

Dietrich L. Leonhard, formerly market research director, Oscar Mayer & Co. (meats), Madison, Wis., named to direct newly-organized market research dept., Tidy House Products Co. (cleaners), Shenandoah, Iowa.

Fred Folks, formerly producer-director, KVOO-TV Tulsa, Okla., to Baran-Walters Adv. Agency, same city, as account executive.

John J. H. Phillips, Compton Adv., N. Y., to Benton & Bowles, same city, as account executive.

Richard Hager, former account executive, G. M. Basford Agency, N. Y., to Martin R. Klitten Agency, L. A., in similar position.

William Shafer to American Research Bureau, L. A., as account representative.

John A. Sisk Jr., Al Paul Lefton Co., N. Y., to timebuying staff, Kudner Agency, N. Y.

Pamela Herbert to Rogers & Cowan (public relations), N. Y., as account executive.

Roger Varin appointed account executive, Biow-Beirn-Toigo, N. Y.; **John Douglas Hayes** appointed account field representative in South America.

Calvin G. Bersch, account executive, Willis S. Martin Agency, Fort Wayne, Ind., returns to Klitten Co., L. A., as account executive.

Howard Watson, Manning Public Relations Firm, N. Y., to Cunningham & Walsh, N. Y., as public relations representative.

Al Weisman, publicist and tv program writer, appointed public relations representative, Foote, Cone & Belding, Chicago.

Harold C. Johnson, formerly merchandising chief, Schulze & Burch Biscuit Co., Chicago, appointed assistant merchandising director, Earle Ludgin & Co., Chicago; **C. L. Helman,** formerly advertising media supervisor, Frigidaire Div., General Motors Corp., Detroit, to Ludgin as assistant space media director.

Lewis Lodin, senior copywriter, Campbell-Ewald Co., Detroit, to tv-radio dept., Geyer Adv., N. Y., as tv copywriter.

Desmond C. O'Neill, media dept., Young & Rubicam, N. Y., to Bryan Houston Inc., same city, as media buyer.

Dorothea Hills, formerly with Roy S. Durstine Inc., S. F., to creative dept., Brisacher, Wheeler & Staff, same city, as copywriter; **Pat Condon,** formerly with Rhoades & Davis Adv., S. F., to Brisacher media dept., as newspaper buyer.

Robert D. Monson, writer, Cunningham & Walsh, N. Y., to public relations and publicity dept., Anderson & Cairns, same city.

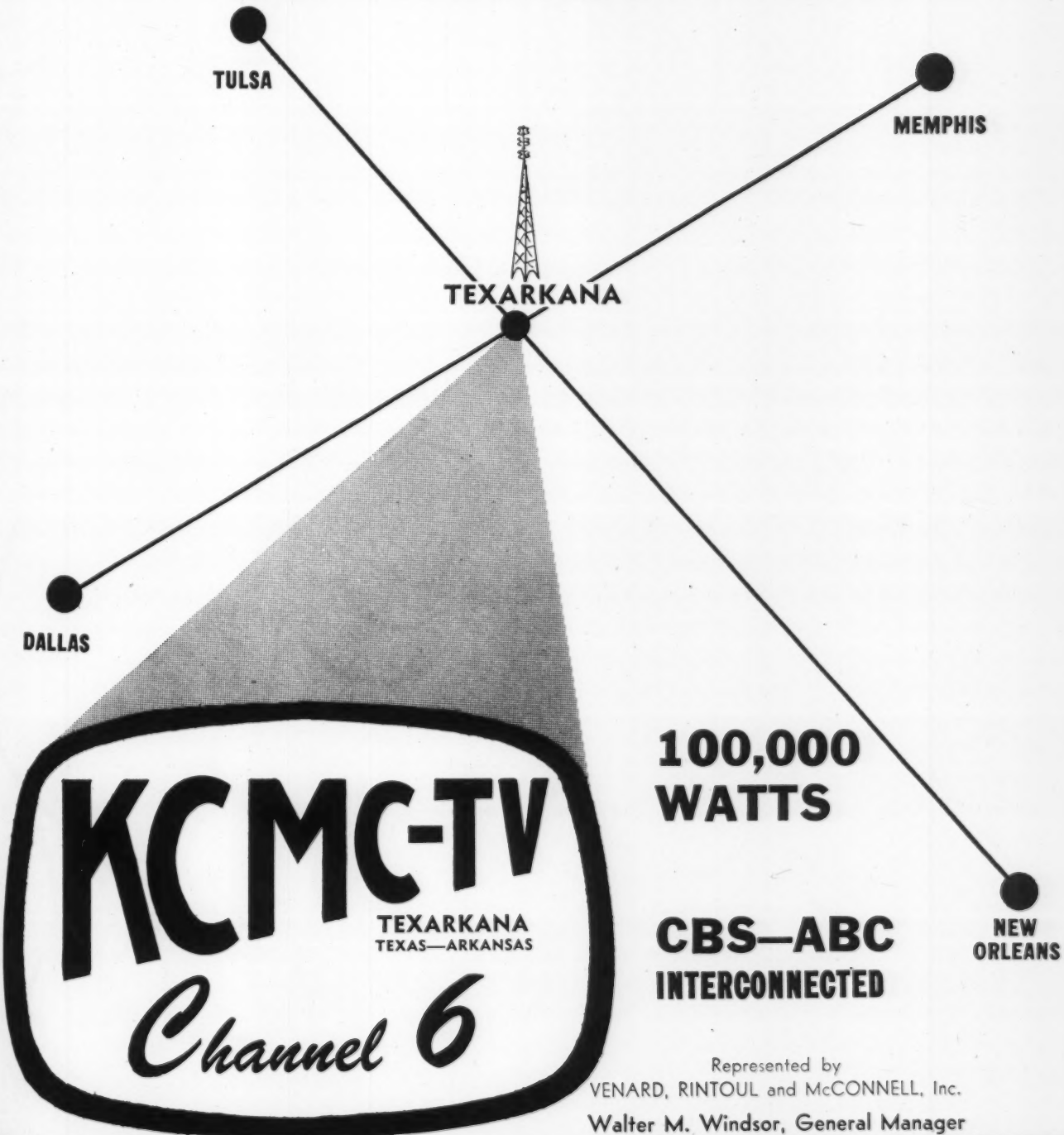
John P. Finneran, general advertising and sales promotion manager, Westinghouse Electric Supply Co., N. Y., to promotion dept., Kenyon & Eckhardt, same city, as merchandising specialist; **Herb Landon** returns to Kenyon & Eckhardt, L. A., handling promotion and publicity for L. A. and S. F. offices.

S. E. (Doc) Frohock, Bryan Houston Inc., N. Y., to marketing dept., BBDO, same city.

Norman R. Klug, president, Miller Brewing Co., Milwaukee, elected director and member of executive committee, Milwaukee County chapter, American Red Cross, succeeding late **Frederick C. Miller,** former Miller president.

The Only
MAXIMUM POWER
Station Between

DALLAS AND MEMPHIS - - - - 423 miles
TULSA AND NEW ORLEANS - - 553 miles

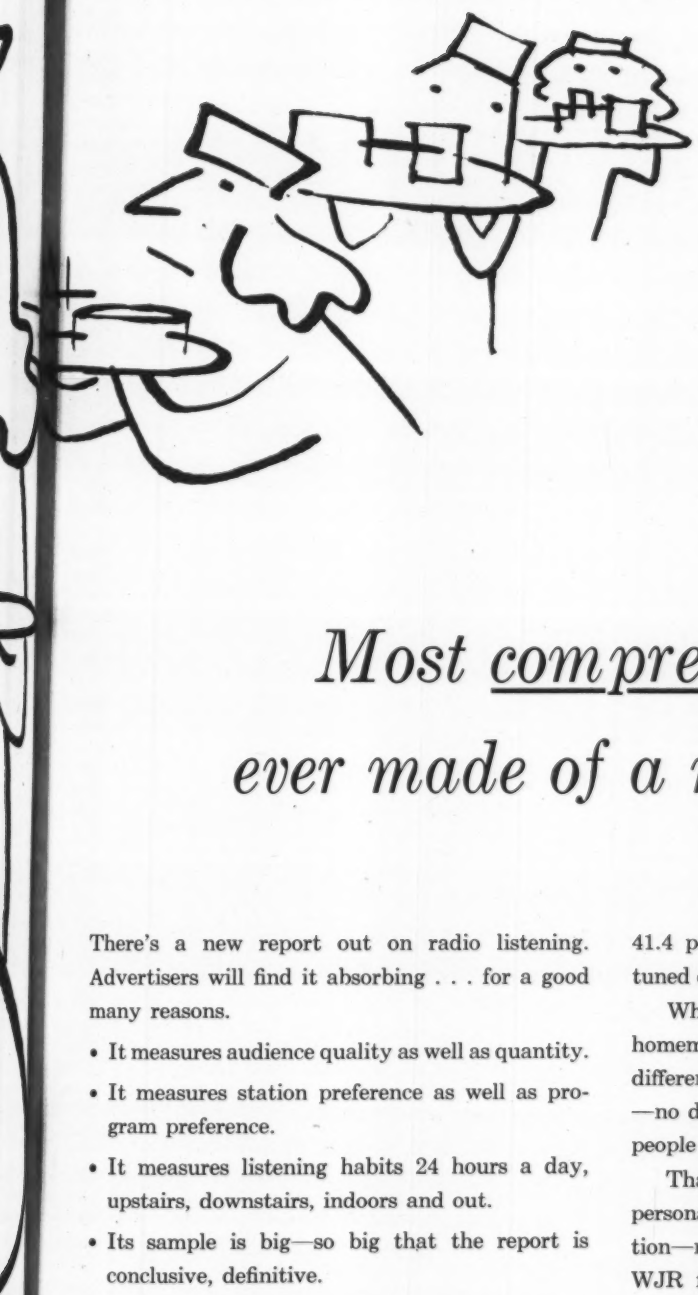


KCMC-TV
TEXARKANA
TEXAS—ARKANSAS
Channel 6

100,000 WATTS

CBS—ABC INTERCONNECTED

Represented by
VENARD, RINTOUL and McCONNELL, Inc.
Walter M. Windsor, General Manager



Most comprehensive survey ever made of a radio audience

There's a new report out on radio listening. Advertisers will find it absorbing . . . for a good many reasons.

- It measures audience quality as well as quantity.
- It measures station preference as well as program preference.
- It measures listening habits 24 hours a day, upstairs, downstairs, indoors and out.
- Its sample is big—so big that the report is conclusive, definitive.

The survey was made by Alfred Politz Research, Inc., in an area that includes parts of four states. There are 197 radio stations to choose from in that area. But survey results show that 41.4 per cent of the adult listening audience is tuned daily to one station—WJR, Detroit.

Whether it's news, drama, farm reports, sports, homemaking shows, music, or variety—makes no difference. Morning, afternoon, evening, all night—no difference. The overwhelming percentage of people prefers WJR.

That's because WJR is a radio station with a personality. The personality accounts for circulation—millions of steady listeners who tune to WJR for the kind of programming they want.

The Politz report is fascinating—don't fail to read it! Either write WJR, Detroit 2, Michigan, or ask your local Henry I. Christal Company representative for a free copy.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

More for your advertising dollar . . . this year! That's the new, free WJR-Politz Survey. Get it today if you want to sell Detroit and the Great Lakes Area.

ATTENDANCE AT RAB CLINICS UP 31%

Kevin Sweeney, president, in announcing report on first series of 1955, sees success of series, along with a new series slated to begin this month, contributing to an expected 20% increase in total radio local sales volume for 1955.

IN a progress report on RAB's first series of 1955 sales clinics, which ended last week, Kevin Sweeney, RAB president, announced that approximately 2,700 radio station managers, sales managers and salesmen participated in the sessions. He estimated that attendance was 31% larger than any clinic series confined to RAB member stations only.

Mr. Sweeney called the sessions the "most successful" and predicted that, along with a new clinic series slated to begin next month, they will contribute toward a 20% increase expected in radio local sales volume this year.

The RAB clinics since last January focused on the theme of "Six Small Steps to the Big Sale," and, according to Mr. Sweeney, hundreds of sales executives who attended the sessions "already have made substantial progress toward 'the Big Sale' ". The clinics consisted of 65 city meetings in 39 states.

Since January either Mr. Sweeney, Arch L. Madsen, director of station relations, or R. David Kimble, director of local sales and services, has been on the road every other week. They have preached the philosophy of selling "a whopping order" to one of the top five advertisers in the station's home city.

"During these clinics," Mr. Sweeney said, "we asked salesmen to devote 60 hours of planning and selling to a single account over and above any other time they planned to give this account; and what's so gratifying is that hundreds are doing it and dozens already made a 'Big Sale' for their station and usually for all the other stations in the area."

Radio Conversion Formula

RAB's "Six Small Steps" formula, designed to convert important advertisers to the use of radio on an extensive basis, encompasses the following: 1. *Believe in Your Product and Know It.* RAB acquainted station salesmen with new research pointing up radio's "virility and future"; 2. *Prepare Your Story—the Whole Story.* RAB demonstrated how all pertinent facts about the advertiser, his business and the radio proposal could be assembled for use in a presentation; 3. *Plan the Right Selling Approach and Close.* RAB gave tips on the organization of a major presentation and suggested the "close" that seemed to work best on big budget advertisers; 4. *Make Your Presentation With Showmanship.* RAB showed a 45-minute slide presentation, illustrating the technique of a major presentation made to a specific local advertiser for each area; 5. *Trigger the Sale With the Right Idea.* RAB stressed the importance of giving the advertiser something specific to buy, particularly the handling of his proposed radio commercial; 6. *Put Your Client on the Air and Keep Him There.* RAB emphasized that the salesman's responsibility did not end with the contract signing, and showed radio salesmen how to lay out a campaign for maximum results for various types of advertisers.

Plans for Second Series

"This was our most successful series of clinics, measured both in attendance and enthusiasm," Mr. Sweeney said. "In about seven weeks, we will begin our second series for 1955 in which we will cover approximately 35 cities with a new clinic program, designed to follow up on the pattern laid out in the first series. We think that these clinics will play a major role in the 20% increase in local sales volume which we see for this year as a definite possibility for radio."

Obviously OUTSTANDING

MORE LOCAL AND NATIONAL ADVERTISERS THAN ALL OTHER PEORIA RADIO STATIONS COMBINED

FIRST in the Heart of Illinois — WMBD — PEORIA

CBS RADIO NETWORK — 5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives

Here's How

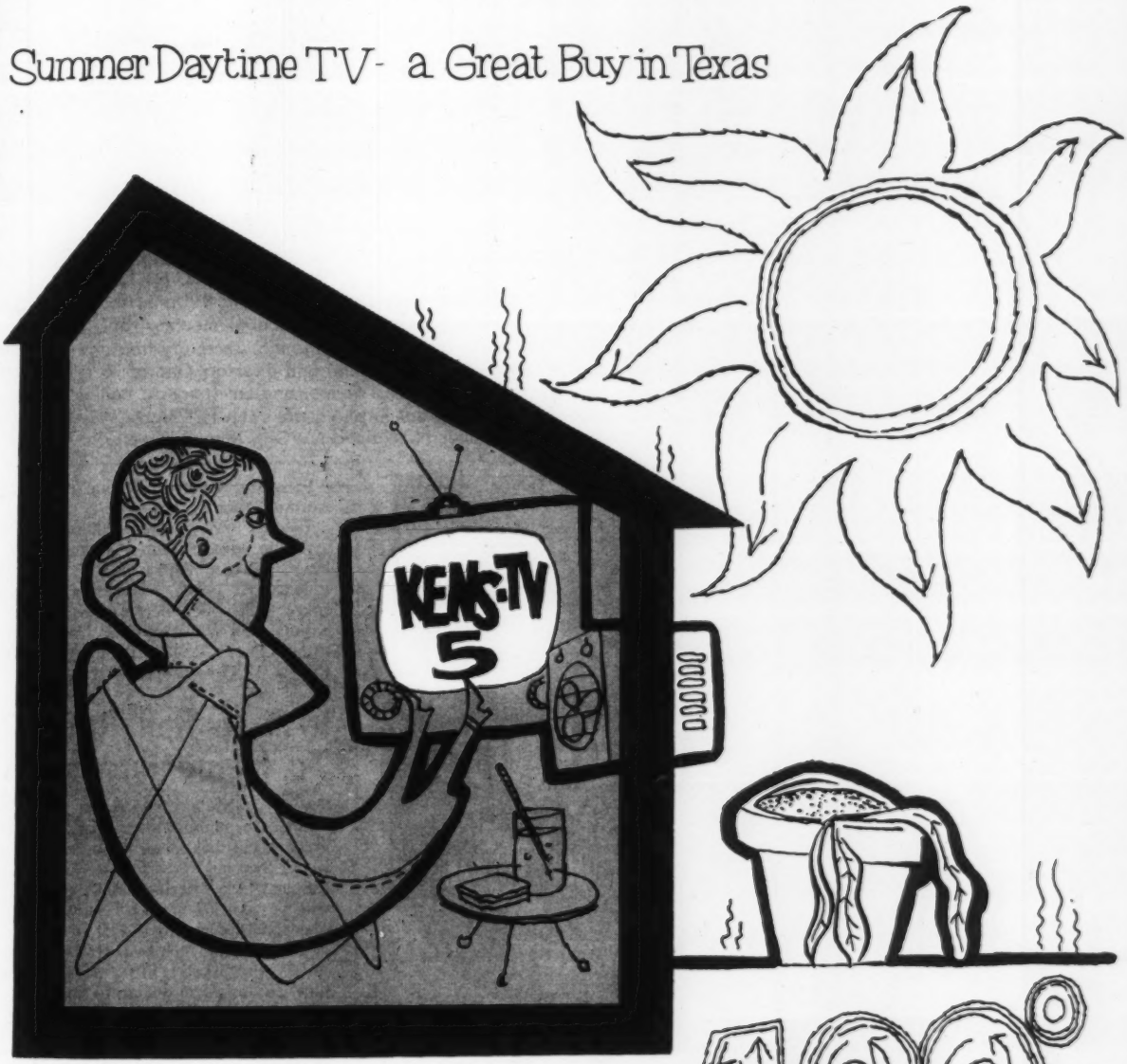
HOW BIG is television? How fast is it growing? Television Bureau of Advertising put the answer in 24-hour terms in its "Three Hows of Television" (see page 32), released last week. Thus:

"Since this same time yesterday, television *added 15,000 more homes* to its total audience—now over 34 million familes.

"Since this time yesterday, the nation's advertisers have spent *2½ million more dollars* for television—an investment now nearing the billion-dollar-a-year mark.

"And since this time yesterday, television has *helped move a mountain range of goods. . . .*"

Summer Daytime TV - a Great Buy in Texas



People stay indoors at 100°

KENS-TV
EXPRESS-NEWS STATION
DUMONT ABC CBS **5**
San Antonio, Texas

High daytime temperatures
High "Sets-in-use"

In sun-drenched San Antonio daytime TV takes on a new importance in summer.

With temperatures of 100° or more, day after day, people stay indoors during the daytime heat.

. . . indoors with air-conditioner and TV set turned on! That's why "sets-in-use" stays astonishingly high in San Antonio in summer; why KENS-TV is such an outstanding daytime buy.

Free & Peters has details on how to keep your summertime sales hot in San Antonio. Give them a call!

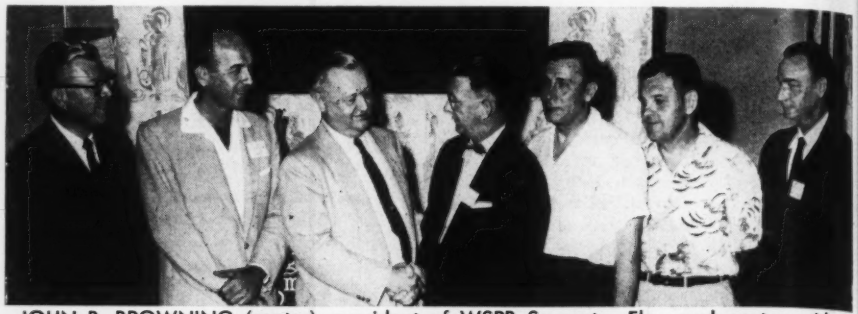
Philadelphia Group Names Erickson, Dannenbaum

THE TELEVISION & Radio Assn. of Philadelphia has elected for the coming year Walter M. Erickson, media director of Gray & Rogers, chairman and Alexander W. Dannenbaum Jr., commercial manager of WPTZ (TV) Philadelphia, president.

The group was formerly known as the Television Assn. of Philadelphia, but a resolution adopted at the annual banquet last month enlarges the association's activities to embrace radio. Formal invitations to local radio stations and the actual change in the organization's structure will take place during the summer and fall.

Other officers elected for 1955-56 are: vice president, Robert Dome, Headley-Reed; vice president-general counsel, lawyer Morton Simons; treasurer, Mary Dunlavey, Towne Advertising; secretary, Howard Maschmeier, WFIL, and assistant secretary, Doris Scheuer, Adrian Bauer agency.

Elected to the board of directors of the association are: Nathan Alexander, Weightman Inc.; Franklin Tooke, KYW; Alice Mooney, Richard A. Foley Advertising; Sherman Gregory, WFIL-TV; Bernard Kramer, Gresh & Kramer; Ed Wallis, WPTZ; David Kaigler, DeFranes Bros.; Walter Tillman, *Tv Guide*, and Robert McGredy, WCAU-TV.



JOHN B. BROWNING (center), president of WSPB Sarasota, Fla., and past president of the Florida Assn. of Broadcasters, congratulates Harold P. Danforth, WDBO Orlando, who was elected chief executive at the group's annual meeting [B•T, July 4]. Other officers are (l to r): Guy Hamilton, WTYS Marianna, secretary-treasurer; H. Dennison Parker, WTAN Clearwater, first vice president, and directors George W. Thorpe, WVCG Coral Gables; James L. Howe, WIRA Fort Pierce, and Lawrence A. Rollins, WSIR Winter Haven. Other officials elected but not in photo are John H. Phipps, WTAL Tallahassee, second vice president, and Miller N. Babcock, WGBS Miami, director.

RAB to Sell Radio To Home Furnishers

CAMPAIGN to sell radio to home furnishing retailers throughout the nation got underway last week, according to an announcement made by Kevin Sweeney, president of Radio Advertising Bureau, New York. RAB's member stations will be assisted in their sales drive by sales material supplied by RAB.

The material includes a 16-page presentation, "Radio Furnishes Homes," a booklet describing how 267 different furniture and floor covering dealers use radio, an analysis of program and announcement preferences by city size and type of dealer, a furniture information folder, a report on operating methods of furniture dealers, and an appliance information folder providing similar information on appliance dealers.

Mr. Sweeney said the sales aids are part of RAB's "Big Sale" strategy (see page 42). Every month stations will receive a complete sales plan with all important sales tools included to make presentations to retailers who represent "Big Sale" potential, Mr. Sweeney said.

"Before next spring, we will have delivered 10 of these completely integrated packages of sales tools aimed at major retailers to our stations. We think they will contribute importantly to the 25% increase in retail business we are after in 1956," he said.

Vermont Broadcasters Assn. To Meet in Stowe July 15

ANNUAL MEETING of the Vermont Assn. of Radio-Tv Broadcasters will be held July 15 at Smugglers Notch in Stowe, Vt. Harold Fellows, NARTB president, is expected to address the meeting. A business meeting is scheduled for early afternoon and elections for 1955-56 will be held.

Present officers are: E. Dean Finney, WTWN St. Johnsbury, president; A. E. Spokes, WJOY Burlington, vice president; Charles Grinnell, WSKI Montpelier, treasurer, and Donald A. Thurston, WIKE Newport, secretary.

Building Material & Hardware Store Sales		Millions
21	DENVER	53.4
22	CINCINNATI	
23rd	PHOENIX	48.7
24	SEATTLE	
25	YOUNGSTOWN	45.9

*SRD Consumer Markets '55

IN BUILDING MATERIAL—HARDWARE STORE SALES

Building Material and Hardware sales are UP because more people . . . with more money . . . are building and buying more factories, more warehouses, more homes in the Phoenix area. The city is growing steadily, attracting substantial and diversified industries, becoming more and more a significant distribution center for the Rocky Mountain States.

Are you getting your share of this rich market? You WILL, if you sell your product through KPHO, and KPHO-TV! You'll find their persuasive, penetrating, coverage can be your best advertising program, too!

SOLD reached most effectively through . . .

KPHO-TV and KPHO

YOUR MEREDITH STATIONS

Channel 5 First in Arizona since '49

Dial 910 • ABC Basic Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

In Philadelphia
more
LOCAL
advertisers
use

WPEN

than any other
station*

*Source: B. A. R. Inc.

Represented Nationally by Gill-Perna
New York-Chicago-Los Angeles-San Francisco

AFTRA Mail Vote Condemns Aware Inc.

LONG-SIMMERING feud within the New York Chapter of the American Federation of Television & Radio Artists took a new turn last week with an announcement that a referendum of the chapter's members resulted in the upholding of the condemnation of The AWARE Inc. by a vote of 982 to 514.

This action was the latest in a series of skirmishes within the local between factions in favor of, and opposed to, AWARE, an organization established to "combat the communist conspiracy in the entertainment industry." On May 24, at a membership meeting of the AFTRA local, a resolution was passed by a majority of 48 condemning AWARE for alleged "blacklisting" activities. Since only 346 qualified members—approximately 8% of the local's membership—participated in the condemnation balloting, several AFTRA members favorably disposed toward AWARE asked for a mail referendum among the entire membership in order to obtain a more representative opinion of the local's attitude.

The balloting was conducted during the one-week period ending June 30, and counting of the ballots was undertaken by an independent auditing firm.

Following the announcement of results of the referendum upholding the condemnation, Godfrey P. Schmidt, New York attorney and president of AWARE Inc., issued a statement declaring that "the condemnation of AWARE Inc. is meaningless and hurts AFTRA more than us."

Since its organization in December of 1953, AWARE has been issuing publications to its members only, but made Publication Number 12, analyzing the New York AFTRA election, available to the public. It was after this latter bulletin was issued that a movement for condemning AWARE emerged, although for several months there had been an undercurrent of resentment against AWARE. Several AFTRA members had contended that AWARE's for-members-only publications, reporting alleged communist activity, had found their way into the hands of talent firms, advertising agencies and sponsors and served as a "blacklist." AWARE insists it has no "blacklist" but acknowledges its publications comment on "persons with significant and unrepudiated records of aid to the communist apparatus."

Cameramen for Pay-Tv Films May Get Special Wage Scale

SPECIAL wage scale for cameramen working on theatrical films destined for subscription tv use, if approved, will be asked in forthcoming negotiations between major producers and film unions of the International Alliance of Theatrical & Stage Employes.

This was disclosed a fortnight ago by Herbert Aller, business agent, IATSE cameramen's Local 659, Hollywood.

Some form of pay-tv is "inevitable," Mr. Aller told B•T, adding this "will mean fewer theatrical pictures . . . and less employment [for film workers]."

Another demand, to be introduced into Hollywood negotiations between IATSE and the Alliance of Tv Film Producers next month, will be for 5% of gross receipts realized on tv films made by IATSE cameramen, according to Mr. Aller. This is the second time cameramen have introduced this demand, which producers summarily dismissed last year. Informed sources indicate 5% is only a bargaining proposal, to be used in later "horse-trading."

Screen Directors Ratify Pact With Producers Alliance

TERMS of the new contract with the Alliance of Television Film Producers have been ratified by the Screen Directors Guild board and the three-year contract, retroactive to April 4, now goes before the ATFP for formal approval. Salary increases for directors include raises from $110 to $120 for daily minimum and from $550 to $600 for weekly minimum.

The re-run fee, payable on the third run, goes from $275 to $300 for a half-hour tv film and from $550 to $600 for an hour-long film. If the director's contract with the producer stipulates the re-run fee is payable immediately, the director now will receive $225 for a half-hour and $450 for an hour-long film.

For first assistant directors, the proposed increase is from $325 to $350 weekly minimum. Under a 46-week contract, the first assistant goes from $270 to $300 weekly; under a 23-week contract from $300 to $325 weekly, and under an 11-week contract from $325 to $350 weekly. Second assistant directors are raised from $185 to $200 weekly minimum.

AFTRA Signs San Diego Tvs

THREE-YEAR contracts covering announcer pay scales have been signed by KFSD-TV and KFMB-TV San Diego, the American Federation of Tv & Radio Artists, Hollywood, announced last week.

Among other points, KFMB-TV's contract sets $95 as the weekly salary for the first year; $97.50, second year, and $100, third year, plus extra in-shift announcement and program fees.

THE
PREFERRED
STATION...
WIBW-TV

PREFERRED FOR

NEWS
SPORTS
WEATHER
FARM SERVICE

These are cold, hard facts—proved by the Whan TV Study of the TopekAREA—a personalized, depth study of the viewing habits of the TopekAREA audience, made during Jan.-Feb. '55 by Dr. F. L. Whan of Kansas State College.

A free copy of this valuable study with all facts and figures is waiting for you. Call your Capper man or Topeka.

WIBW
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point

CBS-DUMONT-ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka,
KCKN in Kansas City
Rep: Capper Publications, Inc.

"BLOODY IDIOT PROOF"

Perhaps the best compliment paid the entirely new Gates 3-speed transcription turntable at last NARTB Convention was by a visiting British engineer. He commented, after continually trying to foul the speed shifting system, "This turntable is ***bloody idiot proof!***"

The CB-100 mechanism eliminates triple ganged idler wheels, spring tension adjustments, gravity type speed changing, cam arrangements, plungers, auxiliary levers and all touchy adjustments.

In place of all of this, by using Monoball swivel bearings, the direct speed shift method is employed. Instead of falling into speed or springing into speed, the Gates CB-100 is shifted quickly and effectively — by one simple lever, to the speed you select. It is the correct speed too because here is the first 3-speed turntable that may be reset to speed as wear occurs.

Available in both chassis and many complete cabinet models. May we send you further data?

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

$741.00 Return

More Than $382,000 In New Home Sales From $516.00 Invested in Advertising On WCKY

Gallenstein Bros., Cincinnati builders and developers, bought $516 in announcements and newscasts on WCKY, *for just one week* preceding the Sunday the model home was first to be on display at Clertoma Village, in suburban Cincinnati.

No other radio or TV was used; the only other advertising was a single newspaper ad on Sunday.

At the end of the day (Sunday), 17 homes had been sold, and by Wednesday following, sales of new 3 bedroom ranch homes had reached 25, for a gross business of

More than 1/3 of a MILLION DOLLARS

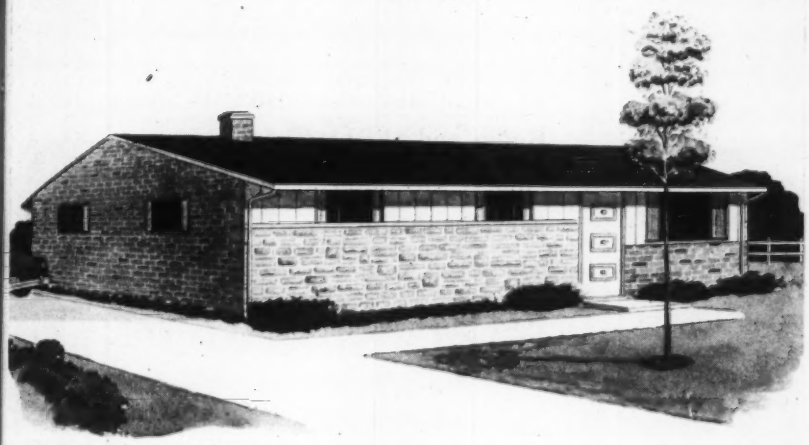
For availabilities wire

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

WCKY . . . ON THE AIR EVERYWHERE • TWENTY

For Every $1 Invested



This is the type of home in Clertona Village, sold by Gallenstein Bros. as a result of the one week's promotion on WCKY

WHATEVER YOUR SALES PROBLEM

You Can Add To Your

SALES and PROFIT

With

PROFITable Advertising

On

WCKY

or phone collect

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

WCKY

FOUR HOURS A DAY • SEVEN DAYS A WEEK

Definitely the...
No. 1
TV-RADIO SERVICE
in the
NATION'S
NO. 1
TEST MARKET

Syracuse is now ranked America's Best Test Market by Sales Management Magazine. The ranking is authentic, because it is based on an audited study of 503 test campaigns by leading national advertisers over a nine-year period.

By authentic standards, WSYR Radio and WSYR Television are clearly the superior broadcasting services in the Syracuse market.

Best physical facilities . . . best local programming services . . . best customer services . . . these important advantages give the WSYR Stations their distinct leadership in Syracuse and throughout the $2 billion Central New York market.

NBC AFFILIATES

WSYR

TV 100 KW CHANNEL 3 • RADIO 5 KW 570 KC

Represented Nationally by HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by The HENRY I. CHRISTAL CO., Inc.

SYRACUSE, N. Y.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JUNE

FROM the monthly audience surveys of American Research Bureau, B•T each month presents a table showing the 10 highest rated syndicated film programs for television in 10 major markets, selected to represent markets in all parts of the country and with various degrees of competition, from two to seven tv stations. This is the June report.

NEW YORK — SEVEN-STATION MARKET

1.	Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	15.3
2.	Rheingold Theatre (Official)	Sat.	7:00	WRCA-TV	11.6
3.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	10.8
4.	Looney Tunes (Guild)	M.-F.	6:30	WABD	7.9
5.	Little Rascals (Interstate)	M.-F.	5:30	WPIX	7.8
	Wild Bill Hickok (Flamingo)	Wed.	6:00	WRCA-TV	7.8
7.	Dangerous Assignment (NBC Film)	Sat.	10:00	WABC-TV	7.0
8.	Waterfront (MCA-TV)	Tues.	7:30	WABD	6.9
	Sherlock Holmes (UM&M)	Mon.	7:00	WRCA-TV	6.9
10.	Scotland Yard (Telefilm)	Wed.	7:00	WRCA-TV	6.8

LOS ANGELES — SEVEN-STATION MARKET

1.	Confidential File (Guild)	Sun.	9:30	KTTV	27.4
2.	Waterfront (MCA-TV)	Tues.	7:30	KTTV	24.5
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	21.6
4.	Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	18.0
5.	Annie Oakley (CBS Film)	Tues.	7:00	KTTV	16.8
6.	Life of Riley (NBC Film)	Sat.	8:00	KTTV	15.3
7.	Stories of the Century (Hollywood)	Sun.	9:00	KTTV	15.0
8.	Mr. District Attorney (Ziv)	Mon.	10:00	KNXT	13.3
9.	Fairbanks Presents (ABC Film)	Wed.	10:30	KRCA	13.2
10.	Liberace (Guild)	Tues.	8:30	KRCA	13.2

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Mr. District Attorney (Ziv)	Thurs.	9:30	KSTP-TV	24.9
2.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	24.1
3.	I Led Three Lives (Ziv)	Tues.	8:30	KSTP-TV	22.9
4.	Science Fiction Theatre (Ziv)	Fri.	9:00	WCCO-TV	20.3
5.	City Detective (MCA-TV)	Wed.	8:30	KSTP-TV	19.9
6.	Lone Wolf (MCA-TV)	Sun.	8:30	WCCO-TV	15.9
7.	Life of Riley (NBC Film)	Sun.	9:00	KSTP-TV	15.7
8.	Ramar of Jungle (TPA)	Sun.	8:00	WCCO-TV	12.4
9.	Fairbanks Presents (ABC Film)	Fri.	9:00	KSTP-TV	12.2
10.	Sherlock Holmes (UM&M)	Sun.	8:30	KSTP-TV	12.0

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	30.4
2.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	30.2
3.	Liberace (Guild)	Wed.	8:30	KING-TV	29.7
4.	Waterfront (MCA-TV)	Fri.	7:30	KOMO-TV	27.2
5.	Passport to Danger (ABC Film)	Sun.	10:00	KING-TV	26.9
6.	Ames Brothers (Royal Crown)	Sat.	10:00	KOMO-TV	26.3
7.	City Detective (MCA-TV)	Fri.	8:30	KING-TV	19.1
8.	Science Fiction Theatre (Ziv)	Tues.	8:00	KING-TV	18.4
9.	Star and Story (Official)	Mon.	9:30	KING-TV	18.1
10.	I Led Three Lives (Ziv)	Mon.	9:00	KTNT-TV	17.9

CHICAGO — FOUR-STATION MARKET

1.	Mayor of Town (MCA-TV)	Sat.	10:00	WNBQ	21.7
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	15.7
3.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	15.5
4.	I Led Three Lives (Ziv)	Tues.	9:30	WGN-TV	15.1
5.	Eddie Cantor (Ziv)	Mon.	9:30	WNBQ	14.5
6.	Mr. District Attorney (Ziv)	Fri.	9:30	WBKB	10.4
7.	Annie Oakley (CBS Film)	Sun.	2:00	WBKB	9.8
8.	Inner Sanctum (NBC Film)	Thurs.	9:30	WGN-TV	8.9
9.	Death Valley Days (McC.-Erick'n)	Mon.	10:00	WBKB	8.8
	Little Rascals (Interstate)	M.-F.	4:30	WBKB	8.8

WASHINGTON — FOUR-STATION MARKET

1.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	23.8
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	21.8
3.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	19.5
4.	I Led Three Lives (Ziv)	Mon.	10:30	WRC-TV	18.0
5.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	15.5
6.	Little Rascals (Interstate)	Sat.	9:00	WRC-TV	11.5
7.	Sherlock Holmes (UM&M)	Mon.	7:00	WRC-TV	11.3
	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	11.3
9.	Waterfront (MCA-TV)	Thurs.	10:30	WTOP-TV	9.1
10.	Liberace (Guild)	Tues.	9:00	WTTG	8.2

ATLANTA — THREE-STATION MARKET

1.	Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	28.0
2.	City Detective (MCA-TV)	Wed.	10:00	WSB-TV	23.1
3.	Mr. District Attorney (Ziv)	Fri.	7:00	WSB-TV	22.6
4.	Waterfront (MCA-TV)	Thurs.	9:30	WAGA-TV	18.4
	Secret File, USA (Official)	Mon.	10:00	WSB-TV	18.4
6.	I Led Three Lives (Ziv)	Wed.	10:30	WSB-TV	16.8
7.	City Detective (MCA-TV)	Sat.	10:30	WSB-TV	16.4
8.	Star and Story (Official)	Wed.	9:30	WSB-TV	15.7
9.	Star and Story (Official)	Sun.	10:30	WSB-TV	11.7
10.	Heart of the City (MCA-TV)	Fri.	10:30	WSB-TV	11.2

CLEVELAND — THREE-STATION MARKET

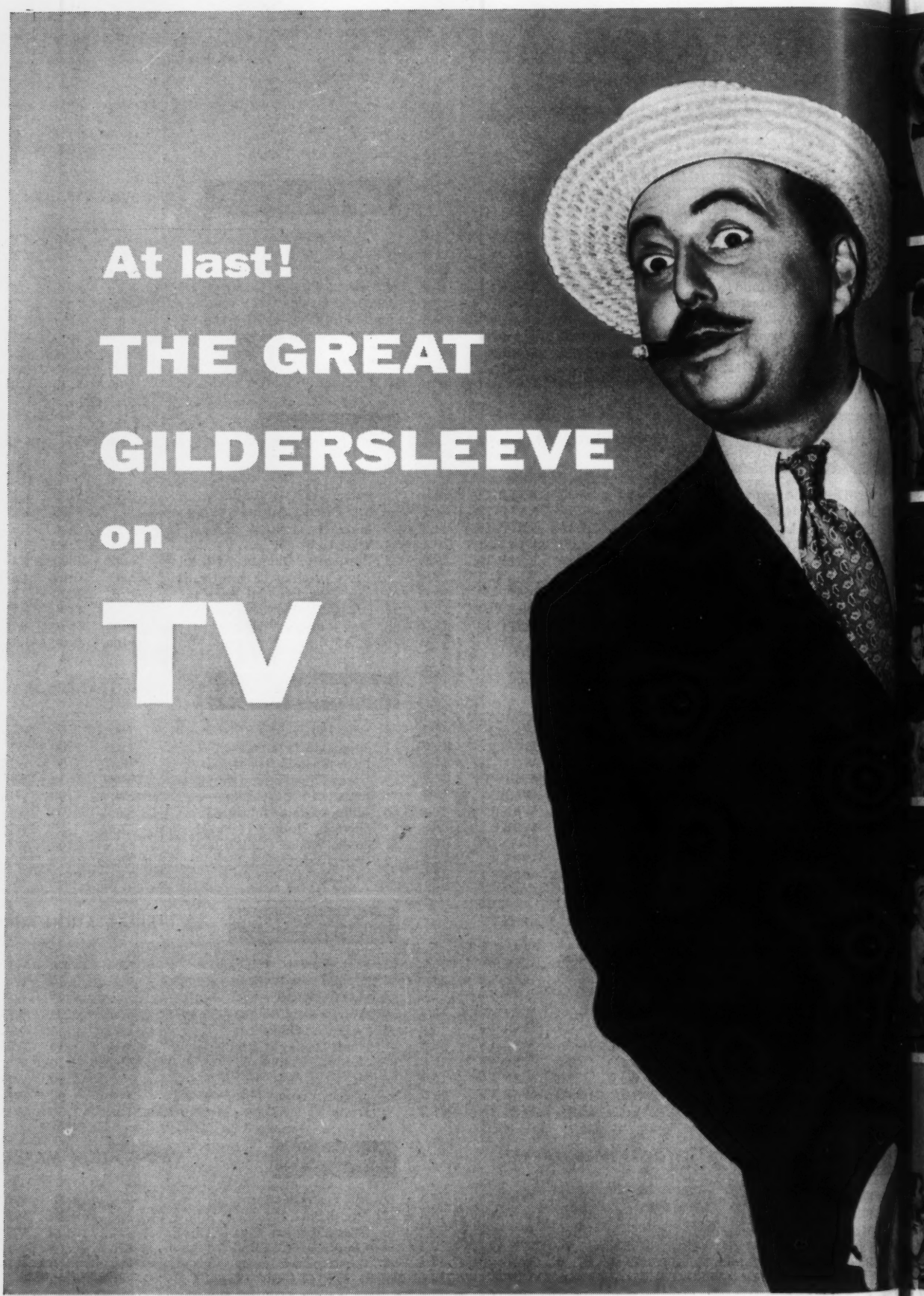
1.	Little Rascals (Interstate)	M.-F.	6:00	WEWS	21.1
2.	I Led Three Lives (Ziv)	Fri.	10:30	WXEL	17.2
3.	Racket Squad (ABC Film)	Tues.	8:00	WEWS	15.3
4.	Waterfront (MCA-TV)	Wed.	7:00	WEWS	15.2
5.	Liberace (Guild)	Wed.	9:00	WEWS	13.3
6.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	13.1
7.	Sherlock Holmes (UM&M)	Mon.	10:30	WNBK	12.8
8.	I Am the Law (MCA-TV)	Fri.	10:30	WEWS	12.7
9.	Science Fiction Theatre (Ziv)	Tues.	7:00	WNBK	11.9
	Death Valley Days (McC.-Erick'n)	Tues.	7:00	WXEL	11.9

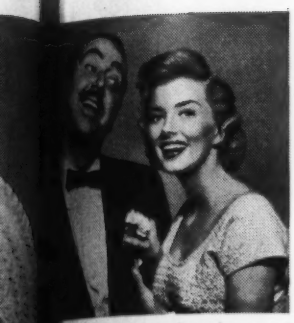
BOSTON — TWO-STATION MARKET

1.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	29.5
2.	Ellery Queen (TPA)	Sun.	10:30	WNAC-TV	25.6
3.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	24.1
4.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	22.8
5.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	18.7
6.	Lone Wolf (MCA-TV)	Sat.	10:30	WNAC-TV	18.0
7.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	17.3
8.	The Whistler (CBS Film)	Sat.	11:00	WBZ-TV	16.8
9.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	15.9
10.	Foreign Intrigue (S. Reynolds)	Mon.	10:30	WBZ-TV	14.0

DAYTON — TWO-STATION MARKET

1.	Mr. District Attorney (Ziv)	Wed.	9:30	WLWD	30.5
2.	Man Behind the Badge (MCA-TV)	Fri.	9:30	WHIO-TV	30.0
3.	Science Fiction Theatre (Ziv)	Sat.	10:00	WLWD	19.7
4.	Ellery Queen (TPA)	Fri.	10:15	WHIO-TV	19.4
5.	Ramar of the Jungle (TPA)	Fri.	5:00	WLWD	18.4
6.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	16.9
7.	Racket Squad (ABC Film)	Tues.	10:15	WHIO-TV	16.3
8.	Range Rider (CBS Film)	Tues.	5:00	WLWD	16.1
	Waterfront (MCA-TV)	Sat.	9:30	WHIO-TV	16.1
10.	Wild Bill Hickok (Flamingo)	Wed.	5:00	WLWD	15.6


At last!
THE GREAT
GILDERSLEEVE
on
TV



25,000 fan letters hailed its TV sneak preview . . . now The Great Gildersleeve Comedy Series is ready to sell for YOU!

"The Great Gildersleeve," top-rated comedy favorite on radio for 13 years, is ready to open broad new sales opportunities for television advertisers. He's the same lovable, laughable Gildy—chortle and all—but with the tremendous added impact of television's visual values.

"The Great Gildersleeve" just can't miss as a syndicated TV film series. It's pre-tested!

With no advance warning, "The Great Gildersleeve" was sneak-previewed in a half-hour period on the NBC Television Network. Viewers were asked to send in their reactions. No incentives were offered. From this single exposure *more than 25,000 enthusiastic letters, many signed by every member of the family, clamored for Gildy as a regular TV attraction.* They looked forward to weekly visits with Gildy, nephew Leroy, niece Marjorie, housekeeper Birdie, druggist Peavey, barber Floyd, Mayor Terwilliger, and all the other popular favorites of "The Great Gildersleeve."

"The Great Gildersleeve" is a TV comedy series with *extra-special* values for advertisers:

- a big-time, established, well-loved personality
- a wholesome approach that appeals to the whole family and will serve to cement community relations for the sponsor
- powerful backing by NBC Film Division's all-out merchandising
- a *pre-tested* capacity for attracting and holding audience

Act fast to make sure Gildersleeve cuts his comic capers in *your* behalf...first! Write, wire or phone now!

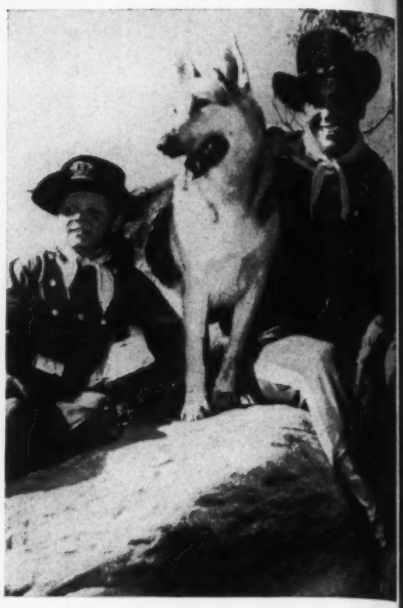
NBC FILM DIVISION

serving all sponsors
serving all stations

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill.
Sunset & Vine, Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal.

NABISCO'S BEST FRIEND IS SCREEN GEMS' 'RINTY'

$2.7 MILLION IN RADIO-TV BOOMS SALES



THEY blew the bugle over at National Biscuit Co. for a new advance in distribution, and to carry the message they called on Rin-Tin-Tin.

The old war-dog has responded with a spectacular break-through that has carried the company show to a fourth place standoff with *I Love Lucy* in the network film division. Sales of Milk Bone dog biscuits have increased 20% since the campaign began, and Nabisco Shredded Wheat has risen 7% in sales.

To launch its new policy of wholesale distribution of its non-perishable products, the National Biscuit Co. has invested its entire radio and television budget of $2.7 million in the *Rin-Tin-Tin* program. A Screen Gems presentation, the show is carried currently on 89 ABC-TV stations. A radio version is broadcast by 574 Mutual outlets.

Laid in the post-Civil War era of the 1870's, when the old west was very much the wild west and Indians needed little encouragement to go on the war path, the tv series portrays life at Fort Apache, a military post deep in Indian country. Attached, albeit somewhat unofficially, to the post and to the 101st Cavalry, the Bluedevils, who are stationed there, is ten-year-old Rusty, an orphan boy, and his dog Rinty. The adventuresome characters of this pair keep life from getting monotonous for their self-appointed guardian, Lt. Rip Masters.

Rinty is portrayed by Rin-Tin-Tin the Fourth, great grandson of the most famous dog star the movies have ever known. Rusty is played by Lee Aaker and James Brown takes the role of Lt. Masters. The series is produced for Sceen Gems by Herbert B. Leonard.

The program made its tv debut on Oct. 15, 1954. By January of this year it had crashed into the select 25 circle, registering 24th in popularity, according to ARB figures. Today —in addition to its number four status in network film rankings—the show rates a remarkable 14th in overall film and live list-

LIFE BEGINS IN KRON-TV'S ID'S

AT KRON-TV San Francisco, the station ID has cut loose from its moorings and now roams about the screen in animated form. Each day's schedule includes at least five of these lively ID's, using 20 different films, with a similar number in storyboard form.

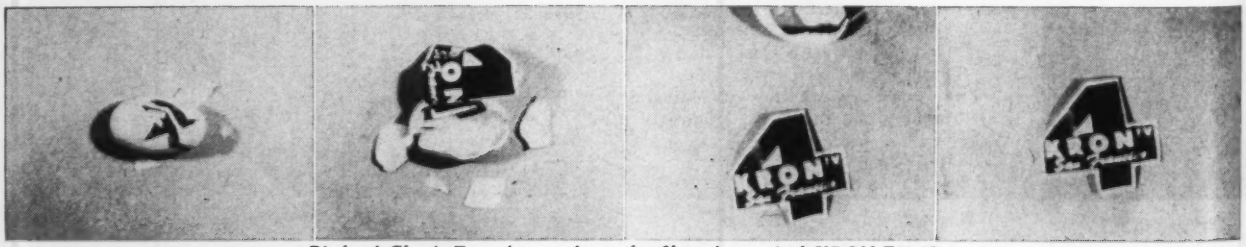
Moving ID's are the brain child of Art Director Bill Wagner, who produces them by using a simplified form of animation he calls "art progression photography." This term he defines as being "something like time-lapse photography, only the time element is not important."

The production technique employs artwork, miniatures or a variety of different materials in a series of developmental stages toward completion, and in most cases eliminates the use of cells. This is coupled with frame-by-frame exposure on 16 mm color film of the subject during the course of its execution. When completed, Mr. Wagner has a series of still photographs of his subject in a constantly changing aspect. Since each of these photographs has a direct relation to those which precede and follow, the result is motion when the film is run through the projector.

The only trick, he says, is in knowing the exact amount of progression for each stage to produce smooth-running motion of the right degree on the film. This initially was something of a problem, requiring an experimental period during which Mr. Wagner ruined a quantity of film. However, all production problems now have been licked, and Mr. Wagner can turn out at least 10 new ID's a day. He has found 100 ft. of 16 mm enough for 15 different ideas.

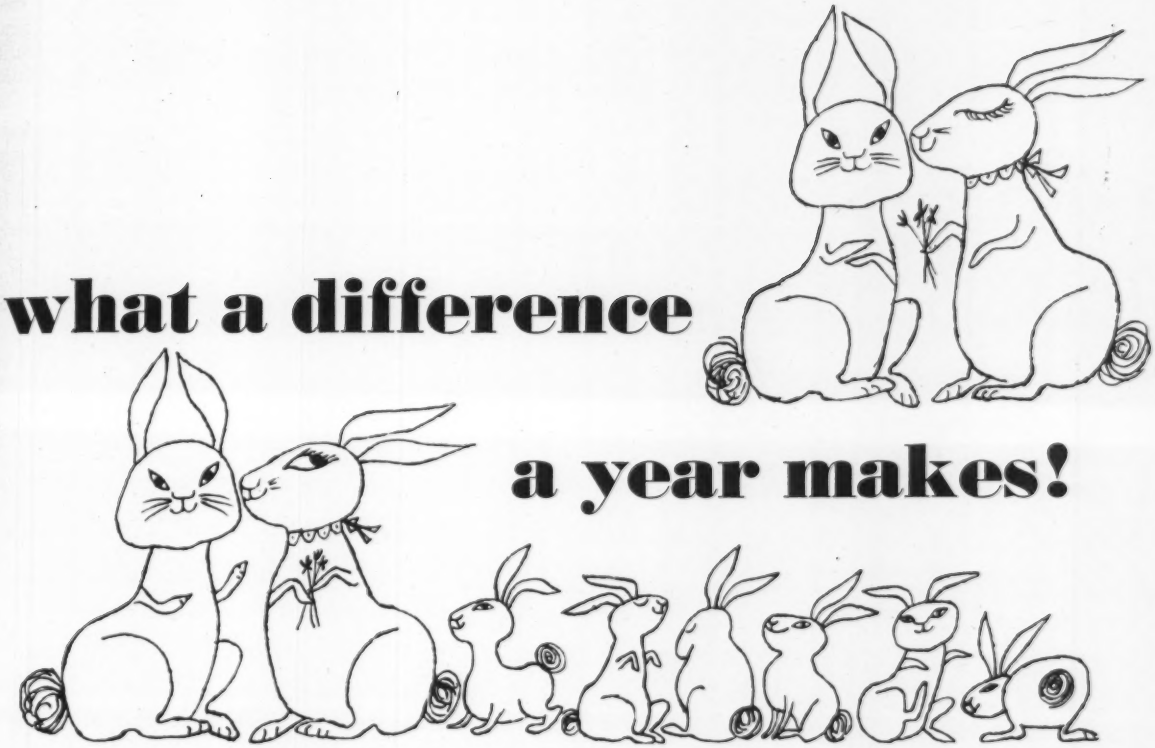
Among the materials used so far, in addition to artwork and cutouts, are colored sand, net, yarn, chain, clay and rocks. But the possibilities are limitless, because almost any material found in a tv station's art deptartment can be utilized.

Mr. Wagner admits most of the ID's are not pre-planned. They are impromptu ideas developed as he works and might be called instantaneous expression. Not all are successful, nor are they expected to be. But those that fail to make the grade the first time around are used as the nucleus of the storyboard for the next series. If the idea doesn't jell after a second take, then it is discarded completely.



Birth of Ch. 4: Four frames from the film of a typical KRON-TV ID

what a difference a year makes!



JUNE, 1954	**TWO** FIRST RUN NATIONAL PROGRAMS **65** 1/2-HOURS OF FILM ENTERTAINMENT
JUNE, 1955	**EIGHT** FIRST RUN NATIONAL PROGRAMS **273** 1/2-HOURS OF FILM ENTERTAINMENT

Screen Gems 1955-1956 Production Schedule

PROGRAM	SPONSOR	ADVERTISING AGENCY
Adventures of Rin Tin Tin... ABC-TV... Fri., 7:30 p. m.	National Biscuit Co.	Kenyon & Eckhardt
Captain Midnight... CBS-TV... Sat., 11:00 a. m.	Wander Co.	Tatham-Laird
Celebrity Playhouse... National TV Spot	Falstaff Brewing	Dancer-Fitzgerald-Sample
Father Knows Best... NBC-TV... Wed., 8:30 p. m.	Scott Paper Company	J. Walter Thompson
Ford Theatre... NBC-TV... Thurs., 9:30 p. m.	Ford Motor Company	J. Walter Thompson
Patti Page Show... National TV Spot	Oldsmobile	D. P. Brother & Co.
Damon Runyon Theatre... CBS-TV... Sat., 10:30 p. m.	Anheuser-Busch	D'Arcy Advertising
Tales of the Texas Rangers... CBS-TV... Sat., 11:30 a. m.	General Mills	Tatham-Laird

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N. Y. • CIRCLE 5-5044

wbns-tv

the nation's no. 1

test market station

It takes **wbns-tv** to give you the true, complete picture of product testing in Columbus, Ohio.

The nation's leading advertisers have found **wbns-tv's** showmanship facilities, backed by valuable merchandising and promotion, a guarantee for successful test campaigns. A wide range of products, from appetizers to zippers, finds a reliable consumer demand in **wbns-tv's** rich industrial, agricultural and metropolitan area.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

ings, with a rating from ARB of 35.2.

The new distribution pattern that led to the fortuitous recruiting of the canine campaigner represents in itself a radical change in tactics for the conservative National Biscuit Co.

For 57 years—since its inauguration in 1877 with Uneeda Biscuits—the company had distributed its products directly to the retailer through its own sales and delivery force. This year, for the first time, Nabisco turned to the use of wholesalers for the distribution of its non-perishable items, of which Shredded Wheat and Milk Bone dog biscuits are two.

With the changes in distributive policy has come a change and expansion in the company itself. A new special products division with Hal M. Chase, general manager, was instituted to expedite the operation of the new sales approach.

Commenting on the new division, Lee S. Bickmore, vice president in charge of sales for the company, explained: "We thought it advisable to set up direct responsibility for the non-perishable products and divorce them entirely from the thinking of a cookie and cracker house."

Divorced from the need to shepherd its non-perishables across the counters, the company has been freed to extend its manufacturing interests. Recently Nabisco purchased the Ranger Joe Cereal Co., Chester, Pa., and the Blue Streak line of dog foods from Schooley & Son.

It is the new special products division which has enlisted television and Rin-Tin-Tin to carry its standard.

The firm's decision to ride with Rinty was on the recommendation of its agency, Kenyon & Eckhardt. William King Jr., vice president and account supervisor; Donald Smith, account executive on Nabisco Shredded Wheat and Milk Bone, and Sidney B. Silleck Jr., account executive for presweetened Nabisco 100% Bran & Cereal, comprise the agency team for Nabisco.

— filmmaker —

EARL KLEIN

IN little more than a year on his own, Earl Klein has made a group of seemingly unorthodox animated tv film commercials pay off in both selling power and artistic recognition. Three of the ten New York Art Directors Club and six of the Detroit Art Directors Club award-winning video commercials were produced by him as president

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

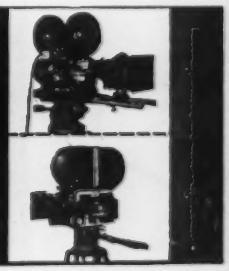
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

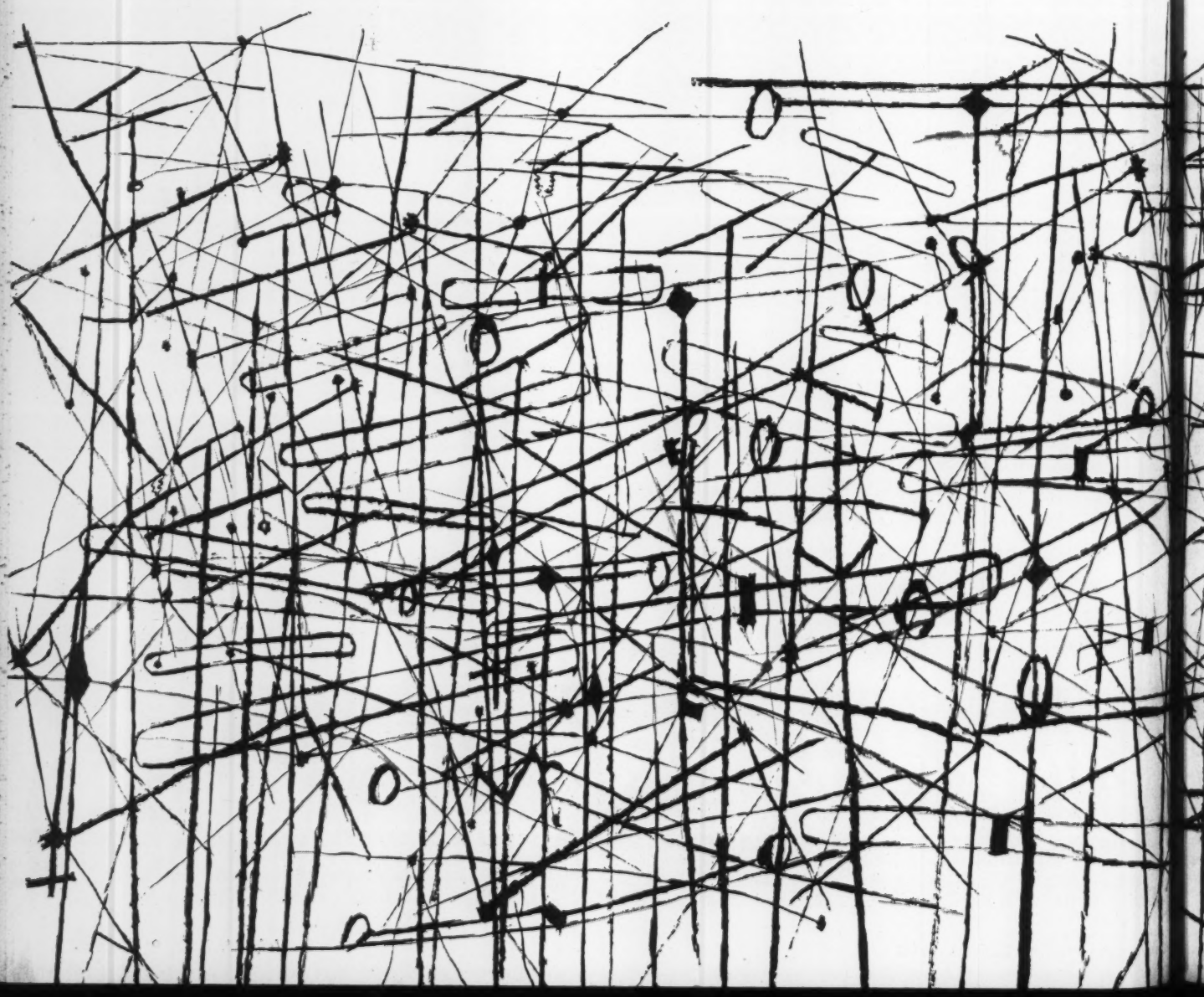


Harvest

Each year America's rooftops yield a new harvest—a vast aluminum garden spreading increasingly over the face of the nation.

The past season produced a bumper crop on all counts: 3½ million new antennas bringing the total number of television homes to 34,567,000.

The average television family spent more time watching its screen than ever—*5 hours and 20 minutes a day.*



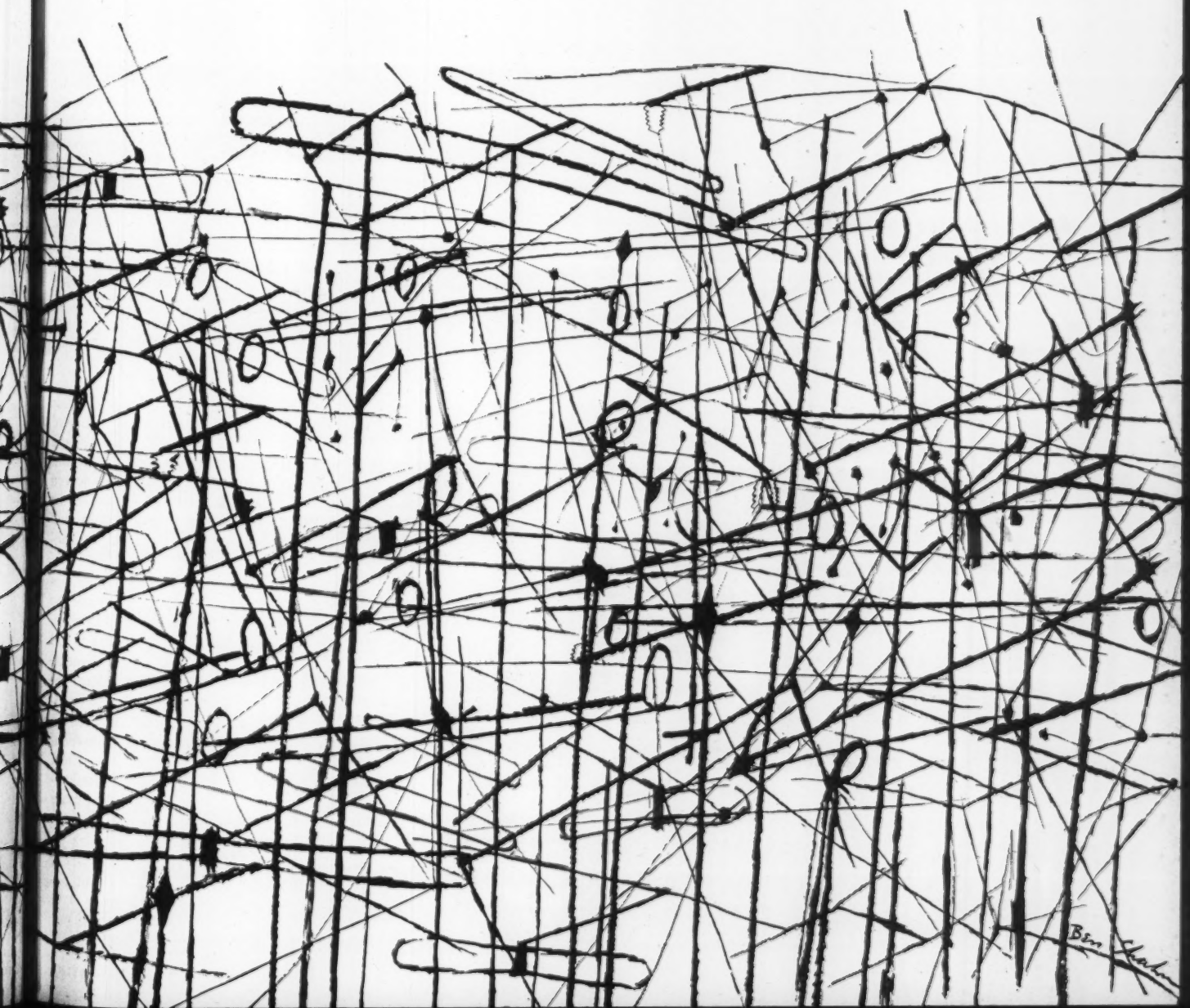
Day and night CBS Television broadcast the majority of the most popular programs and during the past season extended its popularity by enlarging the network to 209 stations—a 75% increase in a year.

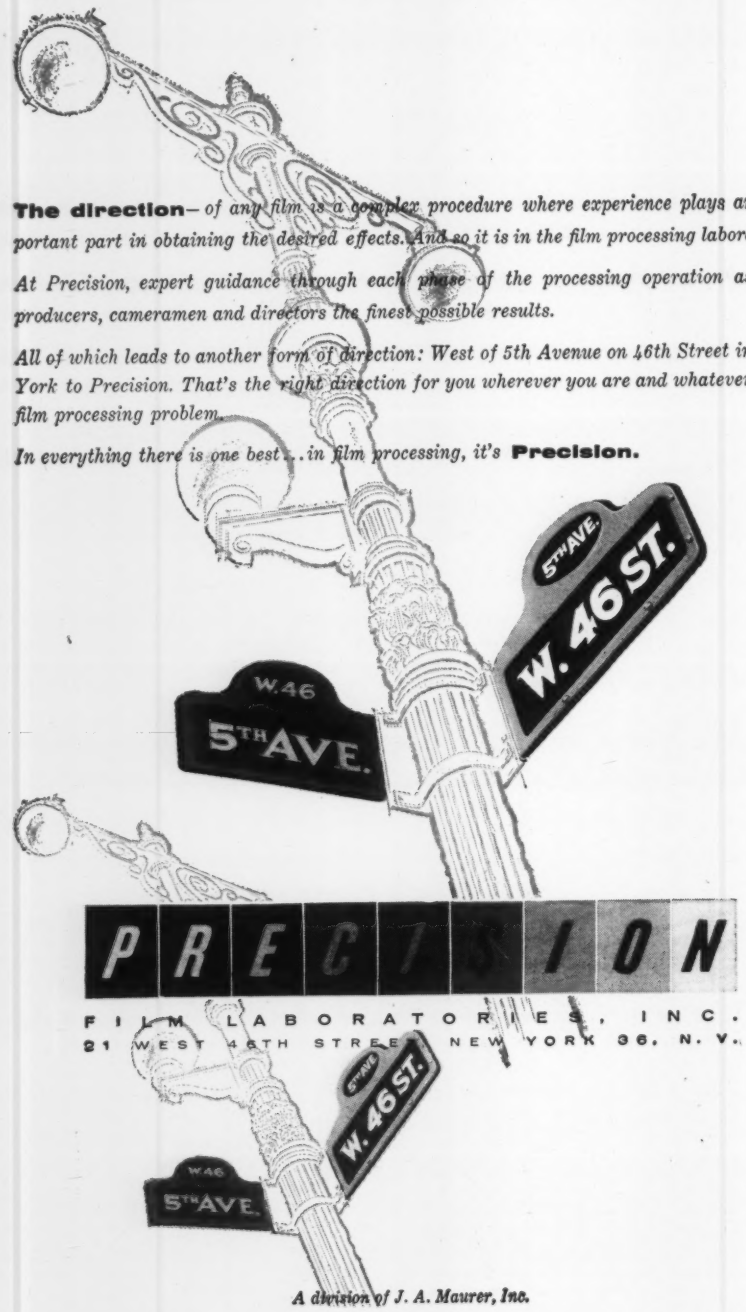
Today CBS Television delivers more homes for less money than any other network, and in comparison with its closest competitor, offers an even better buy than it did a year ago.

CBS Television advertisers invested $165,268,000 over the past 12 months —a 20% greater investment than was made on any other network.

By demonstrating television's ability to move our expanding national product into the American home *most efficiently,* CBS Television has become the world's largest single advertising medium.

THE CBS TELEVISION NETWORK





The direction— *of any film is a complex procedure where experience plays an important part in obtaining the desired effects. And so it is in the film processing laboratory.*

At Precision, expert guidance through each phase of the processing operation assures producers, cameramen and directors the finest possible results.

All of which leads to another form of direction: West of 5th Avenue on 46th Street in New York to Precision. That's the right direction for you wherever you are and whatever your film processing problem.

In everything there is one best . . . in film processing, it's **Precision.**

PRECISION

FILM LABORATORIES, INC.
21 WEST 46TH STREET, NEW YORK 36, N. Y.

A division of J. A. Maurer, Inc.

In Green Bay Packerland

get the MOST PEOPLE per dollar
on the MOST POWERFUL station
240,000 watts

WMBV-TV
CHANNEL 11

Studios in
GREEN BAY and MARINETTE
represented nationally by
Venard, Rintoul & McConnell

NBC

of Storyboard Inc., Los Angeles.

As president of the newly formed Animation Inc., that city, Mr. Klein is continuing his policy that commercials should entertain as well as sell.

He was born March 6, 1916, in Cleveland, Ohio. He studied at Cleveland School of Art, Chicago Art Institute and Meinzinger Academy of Detroit.

His professional career started in 1936 with Jam Handy, Detroit, as an assistant animator. Two years later he went to Miami to join Max Fleisher's unit as a designer, working on "Gulliver's Travels" feature film and "Pop-Eye" theatrical shorts. In 1941 he worked at Wright Field, Dayton, Ohio, supervising training films for the then U. S. Army Air Corps.

He moved to California the following year and went to work for Warner Bros. as a designer on "Bugs Bunny" shorts and such Armed Forces' training films as "Snafu." From 1949 to 1953 he served as art director of Raphael G. Wolff Studios, resigning to become a freelance tv designer, working for such firms as United Productions of America, Academy Productions and John Sutherland Productions.

Storyboard Inc., in partnership with John Hubley, came into being in February 1954. From the Detroit Art Directors Club Mr. Klein garnered the 1955 Merit Award (E-Z Pop) and five honorable mentions (three for Speedway Petroleum and two for Faygo Beverages). Then came the New York Art Directors Club gold medal award for the skyboard commercial for Heinz Worcestershire Sauce, plus awards for commercials for Speedway Petroleum and Faygo Black Cherry [B•T, June 13].

Mr. Klein formed Animation Inc. on May 1, 1955, at what he felt was an opportune time to strike out on his own. An individualist in his conception of video spots, he first met with much resistance from agencies. He persisted—successfully so—in the attitude that name identification will take care of itself if the spot draws enough attention for people to start talking about it.

His commercials might be characterized as the combination of simplified graphic treatment with a good sound track, achieved either through the rhythm of a good music track or novel voice delivery. Jack Elliott, an independent musician who has scored more than 160 feature films, has done the majority of Mr. Klein's music tracks and is credited with much of the commercials' success.

One of the first agencies to go along was W. B. Doner & Co., Detroit, for whom the Speedway Petroleum spots were produced. Also, Mr. Klein is quick to recall that it was Henry Buccello, Bank of America advertising director, who persuaded that august institution to go ahead with his inventiveness.

The tv success of Walt Disney has led, in part, to an upsurge of interest in animation, according to Mr. Klein. As all Mr. Klein asks of an agency—besides the contract—is copy, he is most pleased to note that more and more storyboards are allowed to originate with the producer.

Earl and Ann Marie Klein—she was a fellow animator with the Fleisher outfit—make their home in nearby Sherman Oaks with their three children, Jeffrey, 10, Lane, 7, and Andrew, 4.

46% MORE CUSTOMERS

Business-wise Philadelphia station WCAU-TV realized that more *coverage* delivers more *customers* who spend more *cash* for advertisers' products . . . which brings in more *revenue* to the station.

So WCAU-TV management decided in 1954 to replace their 737-foot tower . . . acting on the good old American saying "Up and At 'Em" . . . UP with a 978-foot IDECO tower, AT 'EM with maximum 316 kw power.

Today this profitable combination is reaching into counties with 46% more customers . . . more than 2 million more people in twice the coverage area. WCAU-TV now taps for its advertisers counties with a total effective buying income of over 13.4 billion dollars.

2,014,800 MORE POTENTIAL VIEWERS

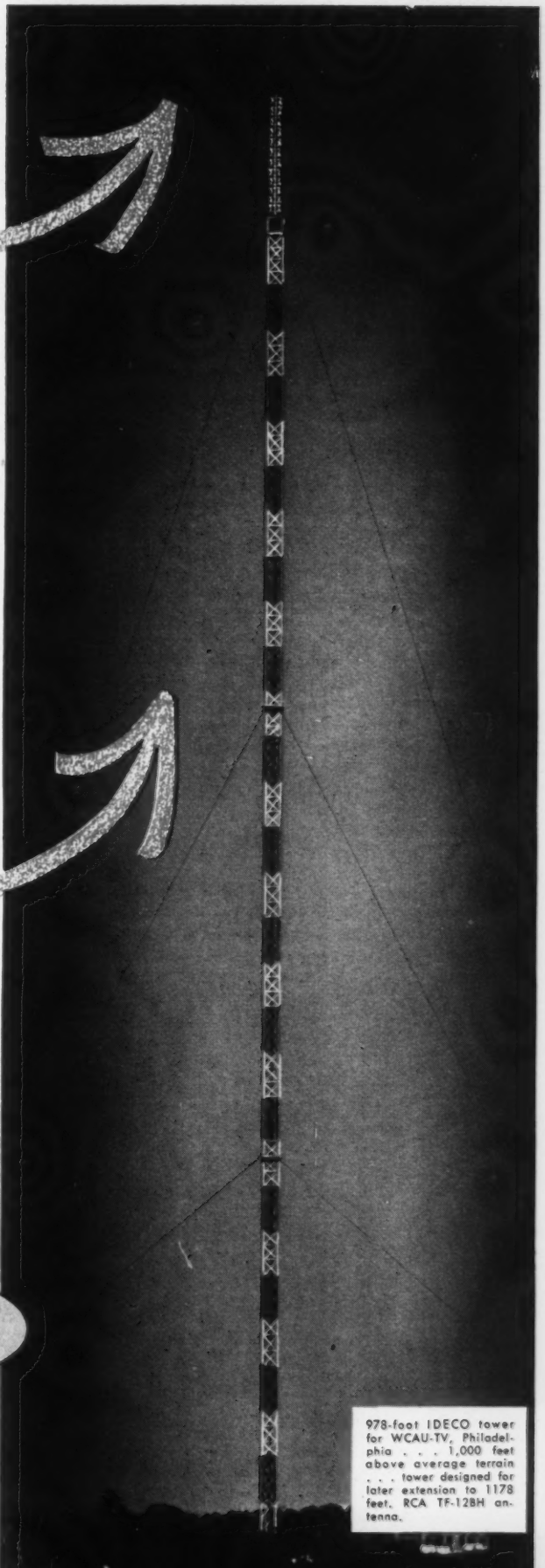
Your station, too, can benefit from this aggressive "up and at 'em" attitude. Whether it's a higher tower . . . or your new station's first tower . . . you can profit by IDECO'S long experience in tower design and construction.

Tall towers? Over 40% of the country's over-1,000-foot towers are IDECO, including the world's tallest structure at 1,572 feet. Other heights? Hundreds of under-1,000-foot IDECO towers are reliably serving stations all over the country. Guyed? Self-supporting? Fixed base? Pivoted base? Insulated? Yes, IDECO makes all types.

In fact, when it comes to towers you'd do well to come to IDECO. Write IDECO . . . or contact your nearest RCA Broadcast Equipment representative.

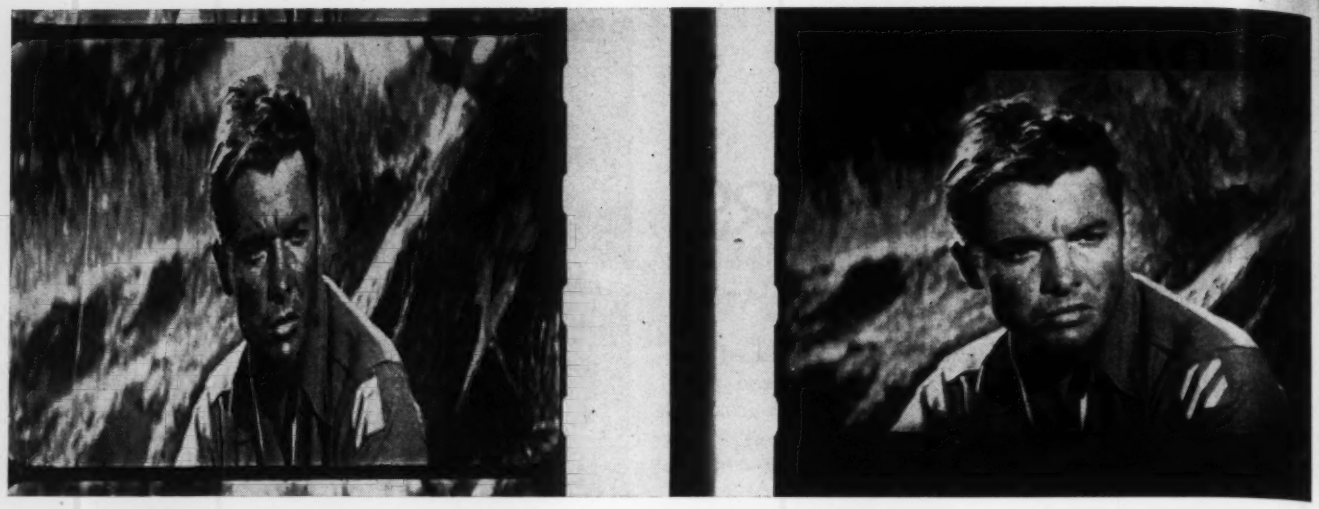
WITH **IDECO®**

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
BRANCH: 8909 S. Vermont Ave., Los Angeles 44, Calif.



978-foot IDECO tower for WCAU-TV, Philadelphia . . . 1,000 feet above average terrain . . . tower designed for later extension to 1178 feet. RCA TF-12BH antenna.

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air



BIG SCREEN TO LITTLE SCREEN

HOW CINEMASCOPE WAS CONVERTED FOR A TV FILM COMMERCIAL

NEXT OCTOBER Universal-International Pictures will release "To Hell and Back," a full-length motion picture filmed in CinemaScope and in Technicolor and starring war hero-actor Audie Murphy.

To test tv's effectiveness as an advertising medium for major productions, U-I decided on a nationwide pre-release spot announcement campaign—reportedly the first for a motion picture—that goes into high gear on 67 stations in just a few days and will run through September [B•T, June 27].

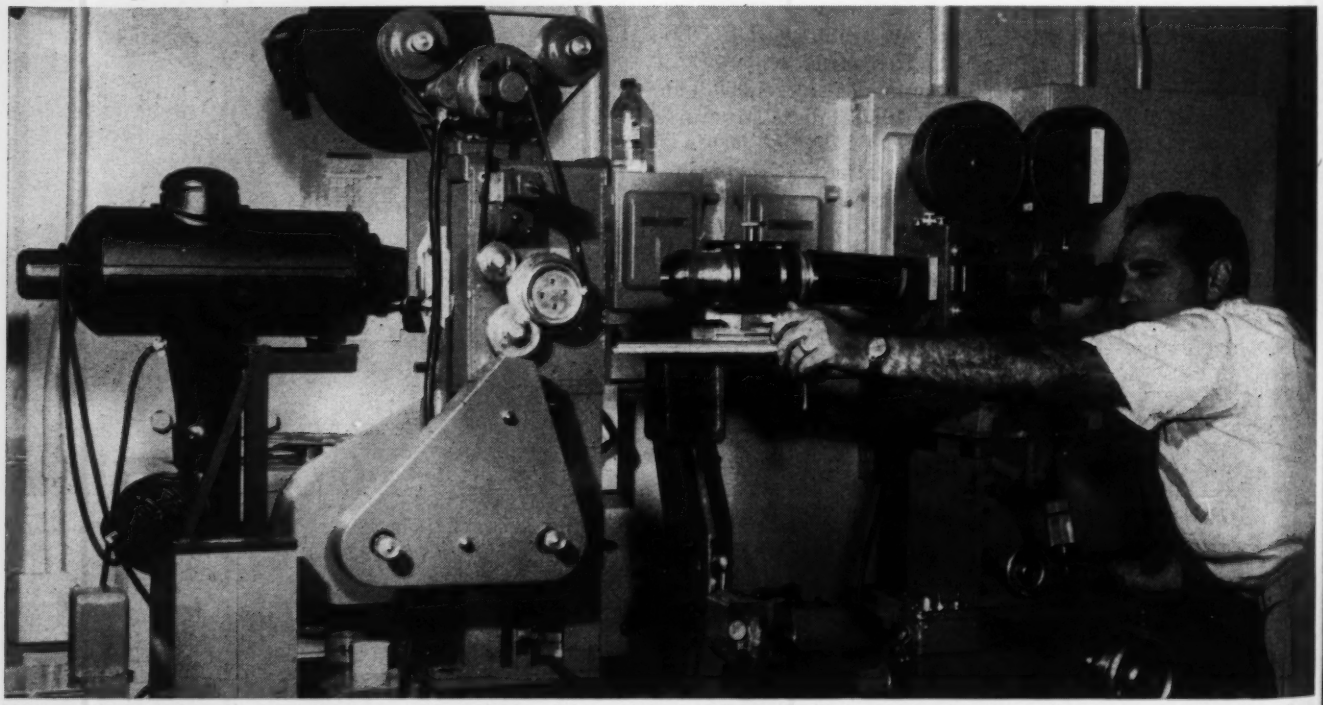
It's a ticklish operation to properly blend film taken from a feature with the hard "sell" in copy, narration and sound effects. But the problem becomes stickier, technically, when CinemaScope film, which requires special projection, must be converted into normal aspect film suitable for tv projection.

U-I produced a large number of tv spots (also a series of 20-second lengths) for the Audie Murphy film at its Hollywood studios and at National Screen Service, which specializes in the making of previews.

To accomplish the film conversion, U-I found it necessary to "unsqueeze" the film. This nimble feat entailed the use of an optical printer (an elaborate camera which copies motion picture film) that was equipped with a special conversion lens. Unsqueezed, the film assumed a 1-1:85 ratio, considered practical for wide-screen theatre projection but still too wide for tv projection. This ratio would show a black area on the top and bottom of the picture if used without still further change. Thus, the final processing step during which titles are superimposed on the film, the picture area is blown up slightly to a normal 3-4 ratio, which has proved very successful on tv.

For the preliminary campaign, specially animated titles were furnished by National Screen. In some of the spots, the titles were in the form of continuous overlapping zooms. Superimposure of titles on the film was done in the normal way for tv spots—titles were hand-lettered, photographed against black backgrounds and then superimposed in the optical printer.

U-I has budgeted more than $50,000 for its pre-release spot campaign. The production cost is not included in this figure since



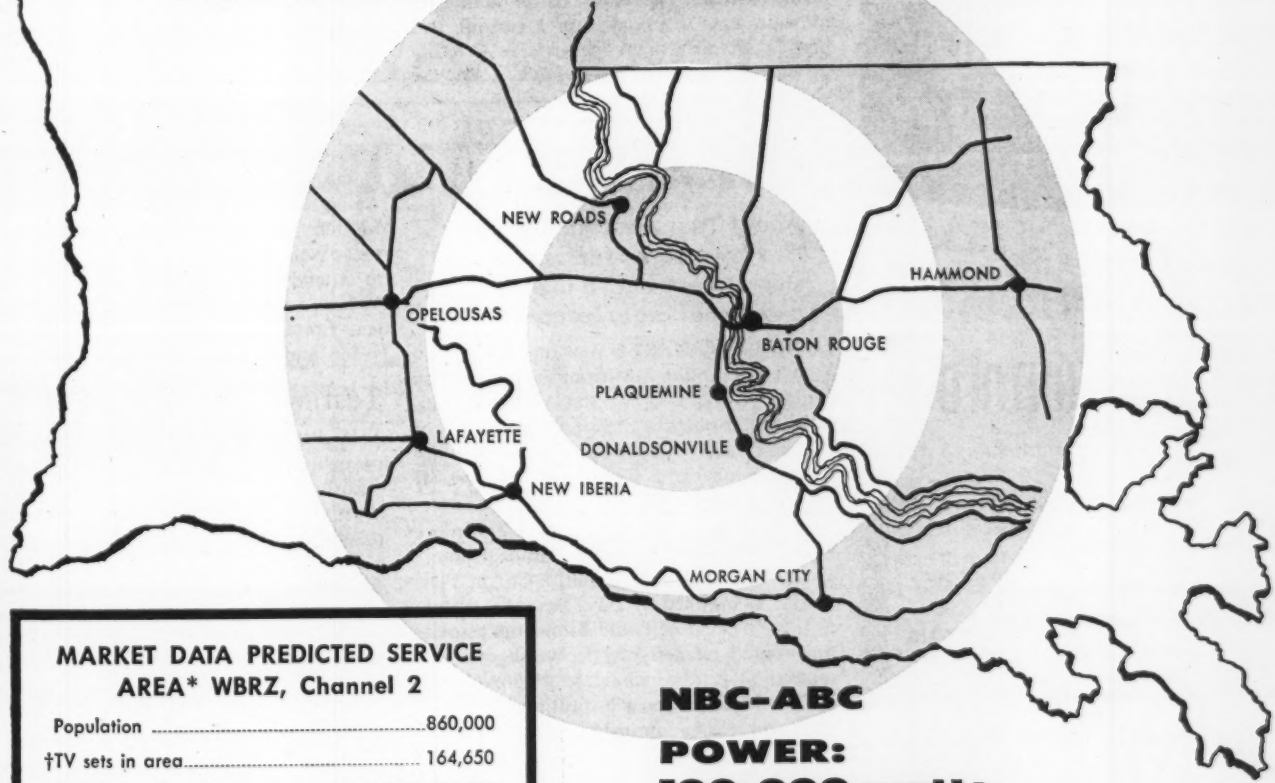
This optical printer was especially designed to convert CinemaScope film into standard film at a ratio of 1-1:85. At left at top of page is a frame of CinemaScope film before it is "unsqueezed" into the 1-1:85 ratio, and at right top is frame after "unsqueezing." For television, film must be still further blown up to a 3-4 ratio after it has been converted from CinemaScope.

TARGET: $899,481,000.00
• Buying Power Market

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana. New payrolls—new wealth are generated in Louisiana by OIL, GAS, SULPHUR, SALT, LUMBER, INDUSTRY, AGRICULTURE



MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954
*Class "B" †Television Magazine

NBC–ABC

POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 inches

Largest TV Antenna in the United States 12 Bays—Channel 2

Represented by Hollingbery

RETAIL SALES: $580,937,000.00

CAMART
TV TRIPOD SUPPORTS

● TRIANGLE
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three:
$28.00

THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

BMI

STORY UNTOLD

RECORDED BY

THE CREW CUTS.....Mercury
THE NUTMEGS.....Herald
THE FOUR COINS.....Epic

PUBLISHED BY

ANGEL MUSIC, INC.
RUSH MUSIC COMPANY

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Optical printer shown here can in one operation handle the final processing step—the superimposition of titles on scenes from the film.

this is budgeted along with the regular theatre trailers which are made at the same time.

In the 60-second spot narration, U-I combined animated titling—to make visual the "parading" of former war pictures topped by "To Hell and Back"; scenes of Audie Murphy in close battle action to illustrate that the story is of a real-life war hero; with girls in a Naples cafe to point up that "This is the way it was . . . for the girls who loved them and let them go . . . on the way . . . 'To Hell and Back' "; with children in a Texas farmhouse to establish that the hero grew up on a farm in that state, and still other shots establishing the star's loves, trials and tribulations (such as an episode showing Mr. Murphy and others in a dramatically tense moment while being drenched by a downpour. Smaller doses of the same are supplied for the shorter commercials.

FILM DISTRIBUTORS DRAFT ASSN. PLANS

About 30 representatives meet in New York and set up a steering committee to establish a national organization.

LONG-CONSIDERED movement to set up a television film distributors association gained momentum last week with the announcement that a steering committee of the proposed organization has been established to obtain a charter, draft rules of procedure and develop a tentative budget.

This step was taken at a meeting of more than 30 representatives of tv film distributors at the offices of Guild Films Co. in New York. As outlined by Dave Savage. assistant to the president of Guild Films, the association would be designed to watch over the interest of tv film, stimulate its growth, develop and disseminate institutional information and foster improved trade relations. Another meeting will be held within the next three weeks.

The steering committee chosen consists of Dwight Martin, General Teleradio, chairman, and Ralph Cohn, Screen Gems; Frank Reel, Ziv Television Programs; Lou Friedland, MCA-TV; J. Williams, Official Films; Ned Koenig, Hal Roach Studios; Saul Konkis, Studio Films, and Mr. Savage.

Report was made to the meeting of a recent conference with Harold See, chairman of the film committee of the NARTB, during which cooperation between the two organizations was discussed. Mr. See is station manager of KRON San Francisco.

Other companies represented at the meeting were the William Morris Agency, Screen Gems, Award Television, National Telefilm Assoc., Interstate Tv, Unity Television, and Motion Pictures for Television. Among those who expressed interest but were unable to attend the meeting, according to Mr. Savage, were Television Programs of America, Fremantle Overseas Radio and Television and Walter Schwimmer Productions.

Testimonials on the Street

THE PICTURE of the satisfied customer, probably the most used art work of any advertising campaign, has been lifted from the artist's hands and entrusted to the realism of the camera lens.

Pfeiffer Brewing Co., selling its liquid refreshment in the Detroit and Flint (Mich.) trading area, has gone onto the street with camera and asked shoppers and passersby what they think of Pfeiffer's beer. Generally three questions are asked: "Have you ever tried Pfeiffer's beer?" "When did you first try it?" and "Why do you like it?"

Needless to say some of the answers have been surprising and many have been an agencyman's dream. One man, who recently moved into the area, said he tried all the local brands and chose Pfeiffer's because, "It's got what all the others say they have."

Pfeiffer feels the honesty of approach and realism of the films offers a change of pace and pleasant respite from the usual tv commercial.

Permission to telecast the filmed interview is obtained from those people whose answers are used. The on-the-street testimonials are filmed by Video Films, Detroit, for Maxon Inc., Pfeiffer's agency.

*YOU MIGHT CATCH A 2,372-LB. SHARK *—*

BUT . . . YOU NEED WKZO-TV TO LAND SALES IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955 REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
Saturday & Sunday 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

The February, 1955 American Research Bureau Report for Grand Rapids-Kalamazoo shows that WKZO-TV is the top-audience TV station in Grand Rapids and Battle Creek, as well as in Kalamazoo.

WKZO-TV is the Official Basic CBS Television Outlet for this area. With 100,000 watts on Channel 3, WKZO-TV delivers a brilliant picture to one of America's "top-25" television markets—*over half a million TV homes in 29 Western Michigan and Northern Indiana counties!*

Let Avery-Knodel give you the whole WKZO-TV story.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM - TV - FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids

Avery-Knodel, Inc., Exclusive National Representatives

** A. Dean caught a 15' man-eater weighing this much at Streaky Bay, Australia, in January, 1953.*

NOW–11 KW

...with RCA's TT-10AL

for VHF

With recent design advances, RCA engineers have increased the power output of the TT-10AL VHF transmitter. This popular transmitter now delivers a full 11 KW of peak visual power (low band)—measured at the output of the sideband filter. If you need this extra KW, it's yours now.

Costs no more than the original 10-KW design—and of course it can handle color.

With power increased to 11 KW, RCA's exclusive TT-10AL—in combination with an RCA 12-section antenna—is the most outstanding VHF system in the industry, delivering 100 KW ERP at the lowest operating cost of any VHF equipment package now available.

RCA 11 kilowatters are ready to ship. Order yours now for early delivery. For complete details, see your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Ltd., Montreal.

Ask your Broadcast Sales Representative for literature describing RCA's new 11-KW design for channels 2 to 6.

RCA Pioneered and Developed Compatible Color Television

For Color or Monochrome

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Ziv Sales Show Increased Tv Activity in Europe

AS EVIDENCE of increased television activity in Europe, Edward J. Stern, head of the international division of Ziv Television Programs, last week reported sales of various Ziv tv series in France, Monte Carlo and Germany.

Ziv Television's *Mr. District Attorney*, Mr. Stern said, has been sold to Radio Diffusion Francaise for its seven-station network, starting in September. This French version of the series also has been sold to Tele-Monaco for Monte Carlo.

In Germany, Mr. Stern said, *Favorite Story*, dubbed in German, has been sold to Tele-Saar. It is said to be the first German-language tv series offered by an American producer.

Mr. Stern voiced belief that tv has a bright outlook in Germany, with some 15 million tv sets to be in operation in the near future. In France, he said, there currently are about 200,000 receivers but influx of "high-quality programming" from the U. S. is expected to accelerate sale of sets.

KNXT (TV) Rejects Film For Excess of 'Brutality'

A SECOND segment of *Death Valley Days*, syndicated CBS Film Sales series, has been refused clearance by the editing staff of KNXT (TV) Hollywood, CBS o&o station.

Edward Nathan, network west coast manager of editing [B•T, June 20], declared that the "I Am Joaquin" episode contained "too much brutality," commenting that there are seven "vicious knifings" shown.

Another *Death Valley Days* episode, "Love 'Em and Leave 'Em," was refused clearance because one of the female characters, portraying a dance hall girl of the old west, displayed what the editing department considered "too much anatomy."

The half-hour film series is shown on KNXT on alternate Thursdays at 7 p.m. PDT, which is early enough to be viewed by children, station spokesmen pointed out.

Production Staff Readied For 'Warner Bros. Presents'

COMPLETION of the Warner Bros. production staff for the forthcoming ABC-TV *Warner Bros. Presents* series was announced in Hollywood last week, to function under the personal supervision of Jack L. Warner, studio head.

Gary Stevens remains general manager of the Warner Bros. tv division, with Oren Haglund as production manager, Richard Diggs as story editor, Solly Baiano as casting director and Perry Ferguson as art director. J. English Smith will serve as liaison between Warner Bros. and ABC-TV.

Actor Gig Young will host the complete series of *Warner Bros. Presents*, which will include the "Casablanca," "King's Row" and "Cheyenne" series and "Behind the Cameras at Warner Bros.," an hour-long feature.

Tv Premieres Airlines Film

AMERICAN AIRLINES will use tv stations in more than 60 cities along the non-stop New York to Los Angeles D-7 flight route for the "premiere" of its motion picture, "The Mercury," next week.

According to the Tele-Div. Association Films the premiere precedes by several weeks the actual release of the 29-minute film to tv stations and community organizations. The film, which documents a coast-to-coast flight and produced by MPO Productions, is being offered to stations for free showings.

Filmservice Buys Mutual Film

PURCHASE of property and accounts of Mutual Film Laboratories, Hollywood, by Filmservice Laboratories Inc., same city, was announced last week by Gil Scott and Lou Vincent, Filmservice owners.

Present plans call for all daily 16 and 35mm rushes of both firm's clients to be supplied by Filmservice Laboratories at 6327 Santa Monica Blvd. Meanwhile, Filmservice will rebuild the developing and chemical facilities of the Mutual plant to process 16 and 35mm film.

Three Buy 'News Review'

SALE of *Weekly News Review* to WRC-TV Washington, WDBO-TV Orlando, Fla., and KTVH (TV) Hutchinson, Kan., have been announced by Robert H. Reid, manager of the tv department of International News Service-International News Photos, New York. The additions bring the total number of markets carrying the series to 30. The INS-Telenews sports review, *This Week in Sports*, is now being carried by CKCW-TV Moncton, N. B., and CJCB-TV Sydney, N. S.

Fairbanks Buys Property For Tv Film Production

ACQUISITION of a large tract of property and a market building in Hollywood, to be converted into a tv film production studio by late August, was announced last week by Jerry Fairbanks.

The new studio at 1330 N. Vine St. will augment the present Fairbanks studio and property on Sunset Blvd. It will be made

WGN-TV's 4th Annual Film Festival Attended By Hundreds of Advertising People! !

Following are a few quotes from agencies and advertisers who attended WGN-TV's Film Festival—

"Your Film Festival is very helpful to agency people interested in syndicated film."

"Extremely necessary for agency Film Buyers. WGN-TV is to be congratulated."

"EXCELLENT, and of course, UNPARALLELED as usual!"

"Very informative. No one in our business should miss these showings."

"Excellent presentation and preview of film programming."

"A great benefit to agency personnel."

WGN-TV—FIRST IN SERVICE TO AGENCIES AND ADVERTISERS! CHECK YOUR WGN-TV REPRESENTATIVE FOR THE BEST AVAILABILITIES ON CHICAGO TELEVISION FOR FALL.

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV Chicago 9

Finding those rich Southwestern Pennsylvania markets hard to sell? It's child's play with WJAC-TV. Powerful WJAC-TV boxes in Johnstown, Pittsburgh, Altoona and everything in between. Hooper rates WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

You'll corner the market with the one buy that covers three . . .

Ask your KATZ man for full details!

available for rental to other tv producers, as well as for Mr. Fairbanks' productions.

In addition to $250,000 Mr. Fairbanks reportedly paid for the Vine St. property, he announced plans to spend another $100,000 for alterations and new construction.

Guild Films Names Jaeger Natl. Sales Vice President

APPOINTMENT of C. Pete Jaeger, executive vice president of Trans-American Broadcasting & Television Corp., New York, as vice president for national sales of Guild Films Co., New York, was announced last week by Reub Kaufman, Guild president.

Mr. Jaeger had been with Trans-American since 1949. From 1941 to 1947 he was with ABC and had been vice president in charge of sales at the time he left. Mr. Jaeger had served Trans-American from 1937-41 in various executive capacities. In his new post, he will report to Erwin H. Ezzes, Guild vice president in charge of general sales.

Stock Listing Approved

NATIONAL Telefilm Assoc., New York, has reported that the common stock of NTA has been approved for listing on the American Stock Exchange. NTA presently has outstanding 650,000 shares of $.10 par value common stock. On June 8 NTA's initial public offering of 312,500 shares of common stock was sold [B•T, June 13].

Firestone Resigns Unity

LEN FIRESTONE, national sales manager of Unity Television Corp. since 1953, has resigned from that post. He will announce his future plans shortly. Mr. Firestone joined Unity in 1951 as eastern sales representative and was appointed manager in 1953.

FILM PEOPLE

Eugene F. Brigham, recently released from Naval Reserve active duty, to Rainbow Pictures Inc., Miami, as production manager.

MR. BRIGHAM

Jerry Lasswell, salesman, Alexander Film Co., Colorado Springs, Colo., promoted to district manager covering Fla., Ga., Ala., central Tenn.

James Stevenson, general manager, Television Program Productions, N. Y., admitted to New York State bar.

Carolyn Knight, story dept., Screen Gems Inc., Hollywood, and Charles V. Weedman were married June 25.

RANDOM SHOTS

National Audobon Society, tv dept., 1130 5th Ave., N. Y. 28, announces opening of 16mm stock footage library on North American wildlife under direction of Rea King, making available approximately 50,000 ft. of color film on variety of subjects including mammals, insects, birds and underwater animals.

Filmack Studios of Chicago announces it has resumed issuance of tv storyboards for convenience of advertising agencies and clients in preparation of tv spots. Boards include printed columns for audio, video, animation, background and timing and will be made available without cost to interested parties who write Filmack, 630 9th Ave., N. Y., or 1327 S. Wabash Ave., Chicago.

ABC Film Syndication Inc., N. Y., moves to 10 E. 44th St.; telephone remains Susquehanna 7-5000.

Capital Film Labs, Washington, reports 87% sales increase this year ending March 31 over last with every month during year showing increase over respective months of previous year.

Screen Gems Inc., merchandising dept., N. Y., has licensed nine companies to manufacture products bearing name of Rin Tin Tin. Company's series, *Adventures of Rin Tin Tin,* is presented on 70 ABC-TV stations (Fri., 7:30-8 p.m. EDT) under sponsorship of National Biscuit Co. and is also carried on 50 other stations under local advertiser sponsorship.

FILM SALES

Sterling Television Co., N. Y., has sold *Tales of Tomorrow* to Banetti Bros. Spaghetti Co. for WSAZ-TV Huntington, W. Va.; *Household Hints* to Home Federal & Loan Assn. for WMCT-TV Memphis; *Movie Museum* to KRCA (TV) Hollywood, WMGT (TV) Pittsfield, Mass., WPRO-TV Providence, R. I., and CBFT (TV) Montreal, and feature film groups to KTVW (TV) Tacoma, Wash., and WARM-TV Scranton, Pa.

Flamingo Films, N. Y., has announced *Grand Ole Opry* sold in 75 markets, with latest sales to Borden Co. for WSAZ-TV Huntington, W. Va.; Martha White Mills for WSM-TV Nashville, and Swift & Co. for WFAA-TV Dallas. Company's *Hollywood Preview* currently is in 35 markets, with most recent sale to WABD (TV) New York.

INS-INP Tv Dept., N. Y., has sold *Weekly News Review* and *This Week in Sports* to KHJ-TV Los Angeles for use on a delayed play-date basis.

Sportsvision Inc., S. F., has sold *All American Game of the Week* to Southern Arizona Bank, Tucson, Ariz., through Cabat-Gill Agency, Tucson, Pac-a-Sak Service Grocery, Baton Rouge and Shreveport, La., through Southland Agency, and WDAK-TV Columbus, Ga.; *Big Ten Hi-Lites* to WTVW (TV) Milwaukee for Mueller Climatrol and KGO-TV San Francisco; *Pacific Coast Conference Hi-Lites* to Plymouth Dealers, S. F., through N. W. Ayer & Son. Sportsvision reports total sales at 40.

FILM DISTRIBUTION

Sportsvision Inc., S. F., has acquired fourth syndicated football film series, *Gridiron Cavalcade,* featuring 20 top games of past five years, available Aug. 15. Don Klein, west coast sports announcer, will narrate.

Standard Television, Beverly Hills, Calif., has acquired tv distribution rights to "Little Fugitive," feature film which was released theatrically in late 1953 and won 1954 Vienna Film Festival Award. Film already sold in Chicago market.

word gets around...

Bartender Ziggy at Toots Shor's famous establishment — in the heart of New York's agencydom — picks up a lot of profitable tips from America's smartest timebuyers.

"What are they talking about these days?" he says. "WABI and WABI-TV, of course. Best radio and television buys in New England. Really get things done in the fastest-growing part of Maine. Of course, *I'm* not selling anything up there . . but if I *were* — well, these fellows say you can't beat this combination."

You can't, either.

The smart timebuyers like Toots Shor's.
The smartest advertisers like WABI and WABI-TV . .

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

MINIMUM OF INDUSTRY FETTERS ESPOUSED BY FCC COMR. MACK AS HE TAKES OFFICE

Florida Democrat assumes post formerly held by Frieda Hennock. A veteran of telephone and telegraph regulation, he intends to 'sit and listen' at FCC until he becomes familiar enough to vote.

NEW FCC Comr. Richard A. Mack, who was sworn in as a member of the FCC last Thursday, makes it clear that he knows more about telephone and telegraph regulations than broadcast matters at this time.

But he has a philosophy—stemming from his eight years as a member of the Florida Railroad & Utilities Commission—that applies to broadcasting as well as utilities. He explained it at a news conference thusly:

A regulatory agency must concern itself with the overall function of seeing that the businesses it regulates meet the obligations imposed by law; otherwise management must have its head.

Although Mr. Mack's knowledge of broadcasting is no more that of a listener and viewer at this time, he has had some contacts with the broadcast media.

In 1948 and again in 1952, Mr. Mack successfully stood for election to the Florida commission. In both campaigns he used radio and tv.

His experiences in these vote-getting elections left him sympathetic toward broadcasting.

The only problem he ran across, he said, was in buying time early enough. He found, he said, that if he didn't get his orders in at the start of the campaign, the stations he wanted would not have the time he sought available. The difficulty, he explained, was not with the stations, but with the fact that there were so many other candidates for other offices running —governor, county sheriffs, etc.

Stations would ask him for advance scripts, he related, and he was glad to oblige. While on the air and he felt the need to depart from his script, he just went ahead and did so, he said with a grin. He never experienced any censorship attempts, he said.

In answer to one question, implying that the FCC should weigh more heavily program content in renewing licenses, Mr. Mack said he thought if the public didn't like something on the air, it would let the FCC know about it.

He added that he personally had never heard or seen anything objectionable on the air.

The first Democrat to become an FCC commissioner in three years, Mr. Mack succeeds the controversial and oft-times stormy Frieda B. Hennock of New York. Miss Hennock, also a Democrat, has joined the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa. Mr. Mack's term runs to 1962.

The last Democrat appointed to the FCC

NEW FCC Comr. Richard A. Mack (l) takes oath from Judge James W. Morris, U. S. District Court, Washington (r), as FCC Chairman George C. McConnaughey looks on.

AFTER being sworn into office, Mr. Mack poses with his wife, Susan Stovall Mack (daughter of Col. W. F. Stovall, founder of *Tampa Tribune*), and their daughter, Susan, 8.

THE present FCC: seated (l-r): Rosel H. Hyde, Chairman McConnaughey, Edward M. Webster; standing (l-r): Robert E. Lee, Robert T. Bartley, John C. Doerfer and Mr. Mack. This is the first picture of the commissioners as a group.

FOR SMALL, MEDIUM, OR LARGE STATIONS...

G.E.'s packaged relay systems provide superior switching at the cost of conventional switching equipment

Your station—large, medium or small...monochrome or color—can benefit from a G-E packaged relay switching system...now available at an initial cost comparing favorably with conventional switching.

For small or medium stations, the G-E TS-1-A controls up to eight non-composite and two composite inputs, with outputs for full line monitoring. Laps, fades, dissolves are smoother, faster and positive.

For larger stations, G.E.'s TS-2-A offers exceptional quality of previews, switching, fading, and dissolves. Up to 12 non-composite inputs, with preview and switching facilities for two composite inputs.

For all stations regardless of size, General Electric relay switching means clean, transient-free switching, distortion-free pictures in either monochrome or color. It provides flexible by-pass for studio rehearsals and preview of superimpositions. Bounce and low-frequency distortion are eliminated by clamps in the mixing amplifier.

Find out how a G-E Packaged Relay System can provide your station with better, more economical switching. Contact your nearest G-E representative today. Or, write: *General Electric Company, Section X275-25, Broadcast Equipment, Electronics Park, Syracuse, N.Y.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Ave., Toronto.*

G-E TS-1-A SWITCHING SYSTEM

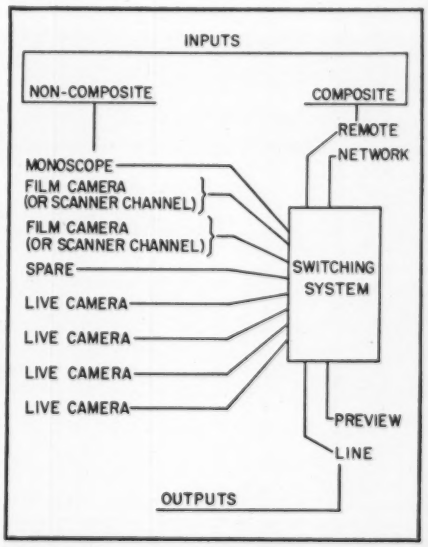
FOR SMALL / MEDIUM STATIONS—a complete package of switching facilities—switching panel, video and sync mixing amplifiers, power supplies, calibration monitor and cabinetry. Substitute items for adapting package to your needs.

G-E TS-2-A SWITCHING SYSTEM

FOR LARGE STATIONS—block-build switching facilities to fit needs. Plug-in relay chassis assemblies, transfer, video mixing, and sync mixing amplifiers, together with power supply and control panel, offer an almost unlimited variety of switching combinations.

Only Relay Switching can give you these advantages:

- Relays minimize cross talk.
- DC control of video signals gives noise-free manual laps and fades.
- Simplified installation and maintenance because all non-composite coaxial connections are in the rack and not at the control panel.
- Removal of heat and microphonic problems by rack-mounting those tubes and amplifiers usually found at the panel and in the console.



G-E TS-1-A SWITCHER. For up to 8 non-composite and 2 composite inputs.

Progress Is Our Most Important Product

GENERAL ELECTRIC

was Comr. Robert T. Bartley, who assumed office March 6, 1952.

Mr. Mack was given the oath of office by Judge James W. Morris of the U. S. District Court in Washington. Judge Morris is from Tampa.

Attended by well-wishers—including Florida Sens. Spessard L. Holland and George A. Smathers and Florida Reps. Paul G. Rogers and James A. Haley, all Democrats, and the new commissioner's wife, Mrs. Susan Stovall Mack; daughter, Susan, 8, and father, Charles D. Mack, hotel executive—the ceremony was held in the FCC hearing chambers attended by all commissioners. Also present were state utility notables.

Mr. Mack made it clear in his news conference that he intended to "sit and listen" until he was familiar enough with the Commission's activities to vote.

In utility regulatory matters, Mr. Mack has had some dealings with the FCC. He represented the National Assn. of Railroad & Utility Commissioners on both FCC and ICC panels. As a member of the Florida commission he twice participated in FCC common carrier hearings; in 1949-50, when the Bell System acquired Western Union's long distance telephone facilities, and again in 1951, when Western Union asked for a rate increase.

In Florida circles, Mr. Mack is known as a competent and capable official. He is credited with increasing telephone service in Miami and in securing rate reductions in seven municipalities in that area.

As a former utilities commissioner, Mr. Mack joins two other former state commissioners on the FCC, Chairman George C. McConnaughey, Ohio, and Comr. John C. Doerfer, Wisconsin.

Mr. Mack was appointed to the Florida Commission in 1947, elected in 1948 and again in 1952. He was chairman of the FR&UC in 1951 and 1952. The chairman of the Florida unit serves on a rotating basis.

Mr. Mack was nominated by President Eisenhower May 27 and confirmed without opposition by the Senate June 17.

Born in Miami in 1909, Mr. Mack was graduated from the U. of Florida with a B.S. and B.A. degrees (business administration) in 1932. He was a general insurance agent in Tampa, credit manager for General Motors Acceptance Corp., and Hector Supply Co., both Miami.

During World War II, he entered as an infantry first lieutenant and served in the European Theatre of Operations. He was released from active duty in 1946 as a lieutenant colonel and is on the active list of the Organized Reserve Corps.

Upon his return to civilian life, Mr. Mack became general manager of the Port Everglades Rock Co., Fort Lauderdale, Fla. He was appointed to the Florida Commission in 1947.

Mr. Mack is a Protestant, a member of Sigma Nu and the honorary Blue Key society.

His hobbies are golfing, fishing and swimming.

Sally Lindo Promoted

LAST official act of FCC Comr. Frieda B. Hennock before ending her seven year term June 30 [B•T, July 4] was the endorsement of a promotion for Sally Lindo to assistant chief of FCC's Office of Reports & Information, second in command to Chief George Gillingham. Mrs. Lindo has been with the FCC since 1937, in news office 15 years.

now in use
by Sesac Subscribers

OVER 8500 BRIDGES, MOODS, THEMES
OVER 1400 CATEGORIES

all in a handy, comprehensive volume of descriptive music

no additional records needed
"spotting" eliminated
all music cued from beginning of cut

all music found in the
SESAC TRANSCRIBED LIBRARY
designed for *your* specific AM and TV needs
lowest in cost for a complete Program Service . . .

SESAC

"the best music in America"

475 Fifth Avenue **New York 17**

Tampa Ch. 13 Losers Take Fight to Court

ATTACK on the FCC's decision granting Tampa-St. Petersburg ch. 13 to Tampa Tv Co. was made last week by Tampa Times Co. and Orange Tv Broadcasting Co., both of which are the unsuccessful applicants [B•T, Feb. 28].

In briefs filed with the U. S. Court of Appeals in Washington, both appellants directed their arguments to the Commission's "whitewash" of the operation of WALT Tampa. WALT is owned by W. Walter Tison, majority stockholder and prospective general manager of the Tampa Tv Co. station. WALT, the pleadings declared, had not only failed to live up to FCC's standards in programming, but it had been in trouble with the FCC for various alleged infractions.

Both also took the FCC to task for permitting Mr. Tison to withdraw his original personal application and to substitute a new application with other stockholders at the very last minute before the deadline preventing new applications.

Tampa Times Co. owns WDAE; Orange is owned by Tampa-St. Petersburg department store interests.

WDAE claimed it was better able to carry out its tv proposals than is Tampa Tv. It also argued that it better met the test of integration of ownership and management and that its past broadcast record and proposed staff and programming were superior to that of other applicants.

Use of the FCC's diversification policy as a point against Tampa Times was "completely irrational," the newspaper declared. It pointed out that only 28 days before, the Commission had awarded a tv permit to the *Tampa Tribune*.

Orange claimed that it should have been preferred on the basis of its proposal to originate live broadcasts during prime evening hours, using kinescope recordings of network programs at times other than when broadcast live. It also said the FCC erred in not judging its proposed St. Petersburg programs with that proposed by Tampa Tv Co.

The FCC last fall issued its final decision in the ch. 13 case, finding in favor of Tampa Tv. This reversed the examiner's initial decision, favoring the WDAE application. The Commission, in January, affirmed this decision, with Chairman George C. McConnaughey and Comr. John C. Doerfer dissenting.

'Banko' Bingo Held Illegal In Wisconsin Court Ruling

THE television game of "Banko" as performed in LaCrosse, Wis., is a form of lottery and illegal, according to the Wisconsin Supreme Court, upholding a LaCrosse County court ruling. The court held unconstitutional Subsection 2 of Sec. 348.01 of the Wisconsin Statutes. This subsection reads:

"In order for a radio or television show or program to be held in violation of this section it shall be necessary to show that consideration involves either the payment of money, or requires an expenditure of substantial effort or time. Mere technical contract consideration shall not be sufficient. Listening to a radio, or listening to and watching a television show shall not be deemed consideration given or received."

Banko cards, following a sort of bingo pattern, were available at stores, firms providing prizes, tv station or the viewer could make his own form. The court held that Subsection 2 is void because it authorizes some lotteries under some conditions and violates Art. IV Sec. 24 of the state constitution.

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M Minnesota

SENATE GROUP HEARS PROS & CONS ON CHANGES IN 'PROTEST' PROVISIONS

FCC Chairman McConnaughey favors Senate proposal amending the controversial Sec. 309 (c) of Communications Act. Comr. Doerfer, lawyers and broadcasters also testify before Pastore Unit.

SENATORS had their turn last week at hearing the pros and cons about the FCC-sponsored measure (S 1648) to amend the "protest" section of the Communications Act. The Senate Communications Subcommittee, in its second hearing this session on communications matters, received testimony from six witnesses.

Meanwhile, a companion measure (HR 5614) in the House, on which hearings were held June 22 and 24, has cleared two House committees—Commerce and Rules—and is expected to be acted upon on the House floor this week (see story, page 84).

The Senate hearing last Thursday aired divergent views on the proposal:

FCC Chairman George C. McConnaughey favored it, along with two minor amendments suggested by the Federal Communications Bar Assn. and already approved by House committees in HR 5614.

Comr. John C. Doerfer reiterated his earlier statements that the present "protest" provision —Sec. 309 (c) of the Communications Act— should be repealed, but in the alternative he would favor the proposed bill over the present law.

FCBA President Percy H. Russell Jr., of Kirkland, Fleming, Green, Martin & Ellis, representing a majority of FCBA's executive committee, favored the bill's aims, and said he was in agreement with the FCC about two minor FCBA-suggested changes in the bill.

Benedict P. Cottone, Cottone & Scheiner, representing Ultra High Frequency Industry Coordinating Committee, objected to the passage in the bill which would give the FCC discretionary power on whether to stay a grant pending a hearing or ensuing court decision on a protest. The former FCC general counsel charged big vhf stations with trying to move their transmitters around in attempts to "straddle" markets.

Ervin F. Lyke, president-general manager of WVET and WVET-TV Rochester, N. Y., the latter sharing time with WHEC-TV on ch. 10 there, favored the bill. He said that if WSAY Rochester, which has a protest against the ch. 10 grant in the U. S. Court of Appeals for D. C., is upheld by the court, then the ch. 10 stations will have to go off the air until the FCC decides on the case at a hearing.

Gordon Brown, president-general manager of WSAY, charged that WHEC-TV and WVET-TV, former competing applicants for ch. 10, held a secret meeting to work out a share-time arrangement, then got a "quickie" non-hearing grant from the FCC before Mr. Brown could submit his application for the same facility.

The hearing generated some unexpected heat when Sen. Strom Thurmond (D-S. C.), who long has rankled over the protest which has kept WSPA-TV Spartanburg, S. C., off the air since its CP was granted in 1954, found out a witness he was questioning was a lawyer representing one of the two uhf stations protesting the Spartanburg ch. 7 grant.

Subcommittee members present were Chairman John O. Pastore (D-R. I.), Sens. A. S. Mike Monroney (D-Okla.), John W. Bricker (R-Ohio) and Charles E. Potter (R-Mich.). Sen. Thurmond is a member of the parent Senate Commerce Committee.

Chairman McConnaughey said the FCC and the FCBA have agreed on two amendments submitted by FCBA which (1) give the protestant a chance for oral argument on decisions FCC might make that facts in a protest do not provide sufficient grounds for setting aside the grant and (2) change the language of the bill to make it clear the FCC may revise issues presented in the protest to conform to facts or matters asserted by the protestant.

He said Sec. 309 (c) has "opened the door" to those concerned "not with the public interest" but their own competitive interests, and that the section is used as an instrument for delaying new grants. Resultant hearings, some unnecessary, have taxed the FCC staff and involved much time, he said.

He said court decisions have made "extremely broad" interpretations of "parties in interest" and cast much doubt on the FCC's authority to dispose of insubstantial protests without hearing or without staying a protested grant.

Public Interest Suffers

He said the "built-in stay provisions" deprive the public of a new radio or tv service until all proceedings are concluded and that the public interest thereby suffers.

Sen. Pastore said he was concerned about a case where a station might be allowed to go on the air, only to be put silent later by an appeals court reversal upholding a protestant. He compared this with giving a child a lollipop, then taking it away from him. He said he would rather not give the lollipop in the first place. Expressing his sentiment for the public, not the business interests themselves, he asked: "How about the people who (then) have no buttons to turn?"

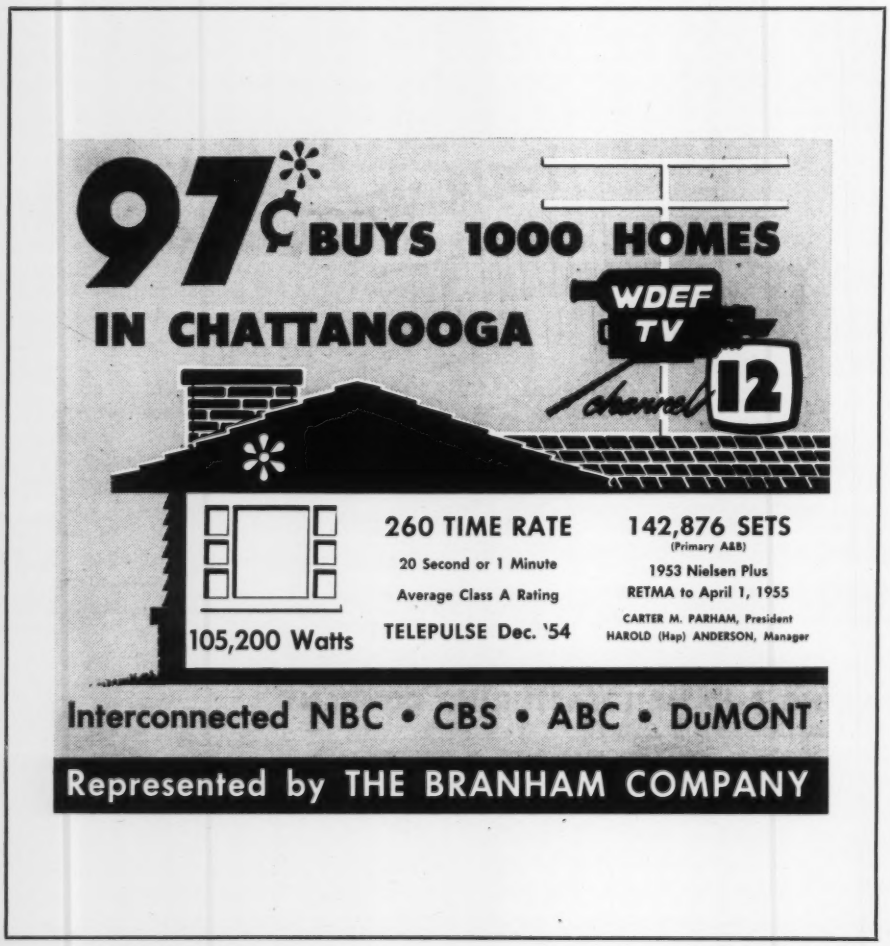
Sen. Pastore said that when two or more applicants merge and receive a quick grant, he thinks a hearing ought to be held so the public can know the facts.

Comr. Doerfer reiterated his position that Sec. 309 (c) should be repealed, but told the subcommittee that in the alternate he is in favor of the proposed bill.

He said the section conflicts fundamentally with the philosophy of the Communications Act, in that the Act emphasizes free competition while Sec. 309 (c) gives protection to competitors of the grantee.

He said it is the Commission, and not private individuals, who should protect the public interest. "If the commissioners cannot be trusted to carry out their high public trust, they should be removed from office," he said. When the FCC is "forced to consider individual concepts of what constitutes the public interest, then the original purpose of the administrative process to promptly expedite matters is seriously impaired," he said.

He said Sec. 309 (c) "opens a door for harassment by the powerful and the wealthy or even extortion by the unscrupulous." He cited a recent two-week period in which he said FCC members in conference spent 28% of their time on protest matters (6.6 hours of 23.3). He recounted high man-hour totals and costs caused by FCC action on protest cases. He also expressed fear that thousands of other FCC



SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Bank has just been robbed... *I'm going after details!"*

Case History No. 10

It was the start of a routine day. At Station WMRE, Monroe, Ga., Al Brown was at the microphone. Manager Deral Morris studied a list of sales prospects. In nearby Mansfield, the Bank of Mansfield opened as usual for another day of business.

At 9:20 a.m., a bandit entered the Mansfield bank, pulled a gun on the cashier and scooped up $6,300. He escaped by car.

Morris got the word—fast—from Walton County law enforcement officers. He reached Brown in the news room.

"Al! The Bank of Mansfield has just been robbed! I'm going after the details!"

Morris raced to the sheriff's office and relayed details to Brown, who called The Associated Press bureau in Atlanta. Between them, Morris and Brown also called the bank... interviewed the officials... called AP again.

WMRE covered all the angles of the robbery for its listeners and for all other AP members as well.

Cooperation? *At the time of the robbery, WMRE had not begun to receive AP teletype service because technical difficulties encountered by the wire company had delayed completion of a line to the station.*

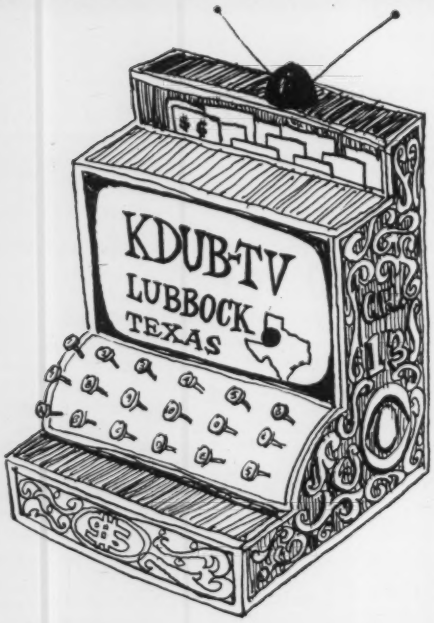
"But," says Brown, "we wanted to cooperate because we know that our fellow members also cooperate."

Al Brown Deral Morris

Al Brown and Deral Morris are two of the many thousands of active newsmen who make The AP better... and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands...know the most famous name in news is AP



Cash registers and television are very compatable people in the expanding KDUB-TV market. What KDUB-TV advertises, local cash registers ring-up.
Everybody loves that silver sound audio and your product is the picture with channel 13, the original miracle medium in West Texas.

(June set count: 83,472)

affiliated CBS Du Mont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

actions may be delayed when the "full implications" of the protest provision become known.

Mr. Cottone said UHFICC does not object to provisions in the bill requiring the FCC to hold hearings only on protests raising questions of public interest, law violations, FCC rules and established policies, and other serious questions concerning the validity of FCC grants.

UHFICC's objections, he said, go to the provision which would give the FCC discretion on whether a non-hearing grant should be stayed pending the Commission's decision after hearing on a protest.

For the FCC to set a hearing on a protest means that the grant is of doubtful public interest, he added. "It is difficult to see how the Commission could decide in one breath that there are serious questions of public interest that must be determined in a hearing, and in the next breath to say that the authorization must be permitted to become operative pending the very hearing held in order to determine its validity."

The injury threatened by the grant becomes an "immediate reality," he said, and such operation becomes an "almost insuperable obstacle" to an ultimate decision after the hearing establishing the protestant's public interest case.

This "psychological obstacle" would shake even the most firm judicial temperament in denying the grant because public reliance on the continuance of the facility has been allowed to take hold, he said. The protestant would be intrepid who would continue into the hearing under such conditions, he said, but he certainly would pause at risking his money in the "great expense of going ahead with the hearing."

Mr. Cottone then described what he called "market-straddling" or "floating transmitter" vhf broadcasters. He said "super-power and super-height" vhf stations often are not satisfied with their locations under the allocations plan, since they may not be able to get a major network affiliation because their high power causes overlap with another station on the same network. This causes duplicated coverage, which network advertisers will not pay for, he said. The station then seeks to move its transmitter to a place where it can get greater unduplicated coverage, he added.

Vhf Encroachment Cited

He said it has been a "common occurrence" in the past two years for the FCC to approve "these distant moves" of vhf transmitters without a hearing. "Almost invariably, these moves result in severe encroachment by the vhf station on the market in which a uhf station is already desperately struggling to survive." If the uhf station has an affiliation with the same network, it is then lost to the vhf station, he said.

The "protest" section at present gives uhf stations a chance to demonstrate that public interest is involved because such vhf moves "rot away the tissues" of the allocations plan, aggravate uhf-vhf intermixture and allow a network's business policies to determine the location of stations instead of encouraging many local outlets, Mr. Cottone said.

Mr. Cottone asked that if the stay provision is not deleted, the bill be amended to allow the grant to remain in effect only if the FCC finds "on the record" from facts stated by the protestant "under oath" that the public interest requires that the grant remain in effect. The FCC also would consider facts sworn to by the protestant that "such authorization to the applicant may reasonably result in the loss to the public of the service previously authorized to be rendered by one or more existing permitees or licensees."

Mr. Cottone's reference to vhf stations which move their transmitters drew a scorching rejoinder from Sen. Thurmond, who has shown great concern about the delay of ch. 7 WSPA-TV Spartanburg, S. C., in getting on the air.

(WSPA-TV's operation has been stayed since its 1954 grant because of protests by two uhf stations in the same area. The vhf station first received a cp for a transmitter on Hogback Mt., near Spartanburg. The station later received a STA for Paris Mt., 6 miles from Greenville, S. C., and when the two uhf stations —WAIM-TV Anderson and WGVL [TV] Greenville—protested, asked for and received a permanent cp. The uhf stations then went to court.)

Sen. Thurmond asked Mr. Cottone if he knew about the Spartanburg case and when Mr. Cottone replied that he not only was familiar with the case, but was representing WAIM-TV, the South Carolina Democrat leveled a forefinger at Mr. Cottone and said:

"The people of Spartanburg have no television station. You are denying them service. We object to that." Later he asked, rhetorically, "Aren't there some attorneys who are using this section [309 (c)] to collect fees for their own private gain by tying up stations?"

"Let me explain that case," replied Mr. Cottone.

"Since you are their attorney, I don't care to go into it," retorted the South Carolinian. Then he got up and walked out of the hearing room.

Two Amendments Asked

Mr. Russell said FCBA's executive committee had agreed on the bill, although not unanimously, with two amendments providing (1) the right of the protestant to an oral argument before the Commission prior to any FCC decision that the facts in the protest are insufficient, even if true, for setting aside a hearing, and (2) language making it clear that the FCC may revise issues in the protest to conform to the facts or matters presented by the protestant.

He said FCBA believes the FCC has a right to demur to protests in accordance with established legal procedure; that the discretionary stay also is desirable, and that the FCC should be empowered to draft issues charged by the protestant to make them consistent with facts alleged in the protest.

Mr. Lyke said that if WSAY's protests against the 1953 grant of ch. 10 in Rochester to WVET-TV and WHEC-TV on a share-time basis is upheld by the Appeals Court, then the stations will have to go off the air until a final FCC decision.

He said WSAY did not file its application for ch. 10 until several days after the grant to WVET-TV and WHEC-TV. If the stations go silent, he said, an area of more than a million people will lose its second tv service, a $700,000 plant will be idled and a $50,000 monthly payroll stopped.

Mr. Brown presented a statement he issued when WSAY first appealed to the U. S. Appeals Court. The statement charged a "quickie" FCC grant after a secret meeting of WVET-TV and WHEC-TV officials on a share-time agreement.

He said the agreement was effected because WHEC-TV, owned by the Gannett newspaper interests, was afraid of FCC "reluctance" to grant tv facilities to a newspaper in competition with a non-newspaper applicant.

WVET-TV, he said, was afraid its case would be weakened because of its "fair portion of out-of-town stockholders, the FCC generally preferring local ownership of radio and television stations."

He quoted criticism by former FCC Comr. Frieda B. Hennock against "quickie" grants.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

SAFETY is a far greater problem now!

MAYBE you have memories of scenes like the one above when the "horseless carriage" was just beginning to roll along our roads and streets. You may remember, too, how careful the drivers were . . . and how everyone took precautions to avoid accidents with the new and wonderful machines.

Automobile safety was important then, but it is far more so now. This is because the modern car is such a sensitive and powerful machine . . . and because today our streets and highways are crowded with over 58 million registered motor vehicles. Furthermore, most city streets were laid out when horse-drawn vehicles were the principal means of transportation.

Safe motoring is, of course, vital the year round if the toll of lives from motor vehicle accidents is to be reduced. That toll now amounts to more than 36,000 fatalities a year.

During the summer, motorists on weekend outings or long distance touring are especially tempted to be careless. Such drivers are frequently in a hurry to reach their destinations, and often try to crowd too much mileage into too little time.

This get-there-quick urge may lead to dangerous situations . . . and rob motoring of its fun. So, before you get behind the wheel this summer, would it not be a good idea to take a look at your driving habits? Here is a quiz that you can take. Your score may determine how safe you, your family and others on the road will be.

Every time you take the wheel . . . remind yourself that your driving is, at the moment, your most important responsibility. Then you will be doing your part to make our streets and highways less hazardous.

10 Points For Each Question	YOUR SCORE
1. Are your brakes in proper working order?	
2. Do you observe all traffic regulations, particularly about speed?	
3. Do you watch other drivers and try to anticipate what they will do?	
4. Do you always stop driving when you feel fatigued or ill?	
5. Are you extra cautious when pedestrians are about?	
6. Do you keep in line when nearing the top of a hill or a sharp turn?	
7. Do you take extra precautions about stopping during night driving?	
8. Do you have your car checked before starting on a long trip?	
9. Do you signal in ample time before stopping or changing direction?	
10. Do you know the distances required to stop your car at various speeds?	

Perfect Score 100

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

FCC CLARIFIES STAND ON 'PROTEST' CHANGES

Chairman McConnaughey's letter explains FCC views on disposition of pending cases if House and Senate bills pass.

IF THE House and Senate enact into law the proposals before both groups to amend Sec. 309 (c) "protest" provisions of the Communications Act, would the new law be invoked retroactively by the FCC to (1) reconsider previous FCC designation of a protest case for evidentiary hearing? (2) reconsider whether a grant, already protested, should be stayed or allowed to go on the air pending final outcome of the case?

The FCC revealed it has clarified itself on these issues last week in inserting a letter from Chairman George C. McConnaughey to the House Commerce Committee in the record of a Senate subcommittee's hearing on the sec. 309 (c) amendment proposal (see story page 74).

The FCC letter was a reply to a letter from Rep. Oren Harris (D-Ark.), chairman of a House subcommittee which held hearings last month on the House version of the proposed amendment, asking what the FCC would do about the Clarksburg, W. Va., protest case if the bill were enacted.

The FCC chairman said other commissioners were in agreement with him that "the public interest would not be served by reconsidering the designation of the case for evidentiary hearing or [by reconsidering] the postponement of the effective date of the grant which has been protested," should the bill be passed by Congress.

"It is our opinion that in the absence of any congressional statement of intent," the FCC might be legally empowered to reconsider such pending matters, Chairman McConnaughey said. "In general we believe, however, that the public interest would not be served by any such reconsideration."

The only exception is that the FCC believes it should have an opportunity to invoke such an enacted law if the FCC has been reversed by a court of appeals in a case where the Commission has "issued a final decision denying a protest, either before or after hearing, and in which, pending a court appeal, the grantee has constructed its station and begun operation."

In the Clarksburg case, the FCC's denial of a protest was reversed by the U. S. Court of Appeals of D. C. and the Commission was ordered to reopen the case and hold further hearings [B•T, June 13].

Testimonial Dinner Slated To Honor Frieda B. Hennock

FORMER President Harry S. Truman, who in 1948 appointed Frieda B. Hennock to the FCC, will head the list of notables who are sponsoring a July 20 testimonial dinner in her honor. Miss Hennock on June 30 completed her seven-year term as an FCC commissioner.

Others sponsors include Mrs. Eleanor Roosevelt; Gov. Harriman of New York; Gov. Edwin Johnson of Colorado; Sen. Alben Barkley (D-Ky.), former vice president; Sen. Herbert Lehman (D-N. Y.); FCC Chairman George C. McConnaughey, and Comrs. Hyde, Webster, Bartley, Doerfer and Lee.

The testimonial dinner will be given at 6:30 p.m. at the Shoreham Hotel in Washington.

Clarksburg Grant Stayed

IN ACCORD with the ruling of the U. S. Court of Appeals remanding to the FCC for further proceeding the Clarksburg, W. Va., economic protest case brought against ch. 12 WBLK-TV there by a local newspaper [B•T, June 13, *et seq.*], the Commission last week stayed its mid-1954 grant of ch. 12 to WBLK pending the renewed hearing. No date for the further proceeding was set. WBLK-TV was planning a fall commencement. The decision of the court that the protestant, Clarksburg Publishing Co., is entitled to full evidentiary hearing (it received "oral argument" consideration before), has required FCC to change its approach to numerous protest cases now underway [B•T, July 4]. FCC also has told Congress, in seeking relief from the exacting protest requirements now contained in Sec. 309(c) of the Communications Act, that a flood of new protests is expected in view of the court's Clarksburg decision [B•T, June 27].

FCC Bcst. Bureau Opposes New Britain Issue Change

REQUESTS by ch. 8 WNHC-TV New Haven and ch. 53 WATR-TV Waterbury, Conn., for enlargement of issues in FCC's hearing on NBC's $600,000-plus purchase of WKNB-AM-TV New Britain (see story, page 86) were opposed in general last week in a brief filed with the Commission by its Broadcast Bureau. The Bureau, however, agreed that WNHC-TV's question whether the sale would comply with FCC's multiple ownership rules should be investigated.

Hearing on the purchase of WKNB-AM-TV, instituted on the basis of protest petitions by WNHC-TV and WATR-TV, meanwhile has been postponed by the Commission without date. FCC delayed the original "oral argument" hearing pending reconsideration of whether a full evidentiary hearing is required in view of the recent court ruling in the Clarksburg, W. Va., case where a local newspaper has won hearing on FCC's 1954 grant of ch. 12 to WBLK there [B•T, July 4].

Also before the Commission is a petition by ch. 2 WGR-TV Buffalo calling for a joint hearing on several NBC purchases, including the WKNB transaction. The others include the network's $312,000 buy of ch. 17 WBUF-TV Buffalo and its swap of Cleveland-located WTAM and WNBK (TV) plus $3 million for Westinghouse-owned KYW and WPTZ (TV) Philadelphia. The WGR-TV brief has met with prompt opposition from both NBC and Westinghouse.

To Fete McConnaughey

COMMITTEE on Radio and Television Broadcasting of Advisory Council on Federal Reports, which consults with the Bureau of the Budget in simplifying and improving questionnaires and reporting procedures of federal agencies, will be host Tuesday at a small dinner in Washington to salute FCC Chairman George C. McConnaughey. The committee annually has feted the FCC chairman and Commission members.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

For 31 years WDBJ has been the MOST LISTENED TO—MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

Storer Cites Expenses In Promoting Miami Uhf

More than $1 million laid out in establishing outlet, company says in reply to oppositions to its de-intermixture petition for southern Florida.

STORER Broadcasting Co. has spent or is obligated for more than $1 million in establishing uhf in the Miami area, that company has reported in filing replies with the FCC to oppositions to its petition to de-intermix the southern Florida area [B•T, April 18, May 9].

Opposing the proposed unmixing have been Biscayne Tv Corp. and WKAT Inc. [B•T, May 23, 30]. Both are favored in initial decisions for chs. 7 and 10, respectively.

Answering charges of "bad faith" in filing its petition for de-intermixture while at the same time applying for Miami's ch. 10, Storer itemized these expenses since acquiring what is now ch. 23 WGBS-TV Miami in December 1954:

- Purchase of WMIE-TV Miami grant and WFTL-TV Fort Lauderdale facilities, $340,400.
- Improving facilities of WGBS-TV, including 500 ft. tower and higher power, $114,790.
- Construction of new transmitting plant and purchase of site at Miami antenna farm, $238,380.
- Contract let for 1,000-ft. tower, $266,310. Target date for the tall tower is Aug. 1.
- Promotion of uhf, including crew of 12 canvassers to contact dealers and householders, newspaper promotion and five-man technical crew to supervise and inspect uhf installations, $24,604.
- Operating loss as of April 30, $124,140.

Since December, when Storer took over the ch. 23 station, almost 35,000 uhf converters or all-channel sets have been sold in the Miami area, Storer said. This is about a 56% conversion ratio in Dade County (Miami), it added.

In addition, Storer stated, the staff of the station has been increased from 23 to 55, and it is now operating 105 hours per week.

Early in May, Storer filed an application for ch. 10 Miami. This was after the Circuit Court of Appeals in Washington ruled in favor of Storer in its attack on the Commission's multiple ownership rules. Storer appealed following the FCC's refusal to accept a similar application for Miami's ch. 10. The Commission said then that since Storer already owned the then limit of five tv stations, it could not apply for more.

In the appellate opinion, the court said that it was sure that the FCC would reconsider Storer's application for Miami's ch. 10. However, when Storer refiled, the FCC declined to accept it again. The Commission held that Storer had never appealed from its original refusal to accept the application and that since the hearing for Miami ch. 10 had concluded, the Storer application was too late. Storer announced it would not further prosecute the ch. 10 application.

The FCC has asked the U. S. Supreme Court to review the Court of Appeals ruling on multiple ownership [B•T, June 27].

In an engineering exhibit associated with the Storer reply, it was stated that a measurement survey of WGBS-TV (operating on ch. 23 with 174 kw power from an antenna 525 ft. above average terrain) showed that 80 dbu signal strength was received at 24.5 miles, 74 dbu at 31.0 miles and 64 dbu at 39.5 miles. This is substantially better than signal strength computed from FCC curves, T. A. M. Craven, consulting engineer, reported.

WHY GRAYBAR RECOMMENDS MACHLETT ELECTRON TUBES

When you buy Machlett electron tubes via Graybar, you get stable, reliable, long-term tube performance backed by carefully-controlled Machlett production methods.

1. **Machlett vacuum firing at higher than operating temperatures** . . . *thoroughly* frees internal components from occluded gases, for greater stability.
2. **Special Machlett processing of filament wires and other internal components** . . . assures lifetime, stress-free, alignment of electrodes. X-Ray of all hidden electrodes after assembly detects (and rejects) misalignments and potential grid-filament shorts.
3. **Machlett high-voltage techniques during final pumping** . . . smooths electrode surfaces and minimizes arcing.

Add Machlett's comprehensive customer engineering service and you can see why Graybar recommends the products of this 55-year old manufacturer of quality electron tubes.

For tubes or any other Broadcast or TV equipment need, make it a point to call Graybar *first*. Your local Graybar office will be happy to provide complete price information as well as technical data. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.* *337-17*

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR — via GraybaR

IN OVER ONE HUNDRED AND TWENTY PRINCIPAL CITIES

14 TRANSFERS TOTAL OVER $1 MILLION

Involved are one tv, two fms and 13 am stations.

GRANTS for 14 transfers of control involving one tv station, two fms and 13 standard broadcast stations and totaling nearly $1 million cash plus stock considerations were announced by the FCC Thursday.

Chattanooga, Tenn., led the way with the sale of 80% of WAPO-AM-FM to Gordon W. Gambill, Hubert M. Martin, Humphrey B. Heywood and R. T. Russell for 80% of the difference between $300,000 and the amount of liabilities of licensee at the closing date. Transferor was Ramon G. Patterson, who is 50% owner of Mountain City Television Inc., which was favored in an initial decision looking toward the grant of another tv station in Chattanooga.

Current WAPO assets were set at $27,000 and total assets at $275,000.

The new WAPO principals were simultaneously granted FCC approval for the sale of WAGC Chattanooga, of which they had been 100% owners, to WAGC Broadcasting Co. for $105,000. WAGC Broadcasting is owned by Mid-South Broadcasting Corp., operator of WHHM Memphis, Tenn.

KVOD Denver, Colo., license was granted to San Luis Valley Broadcasting Co. for a $225,000 consideration to Colorado Radio Corp. San Luis is licensee of KSLV Monte Vista, Colo.

WOV New York was granted assignment of its license to WOV Broadcasting Corp. for $150,000 plus. Principal WOV Broadcasting stockholder is Morris S. Novick, who is divesting himself of minority interests in WLIB New York.

Sale of KSO-AM-FM Des Moines, Iowa, to KSO Inc. by Murphy Broadcasting Co. for $125,000 was approved. The principals own Radio Indianapolis Inc., licensee of WXLW Indianapolis.

Approval was given the Boston Broadcasting Corp. to sell WVOM Brookline, Mass., to the Champion Broadcasting System Inc. for $86,000. Prior to the grant two of the three Champion principals each owned 323 shares of the 1,400 outstanding shares of WVOM stock.

John F. Malloy was permitted to sell his 50% interest in KJR Seattle, Wash., to Lester M. and Virginia L. Smith, and Lincoln and Sylvia Deller for $8,000 cash plus assumption of $75,000 indebtedness. Mr. Deller owns KXOA-AM-FM Sacramento, Calif.

WMPA Aberdeen, Miss., was granted assignment of license, for $30,000, to E. O. Roden, sole owner of WBIP Booneville, and 30% owner of WTUP Tupelo, both Miss.; James A. Reese; W. I. Dove, 40% owner of WTUP, and G. A. Pribbenow. Principals own WAZF Yazoo City and WSUH Oxford, both Miss.

M & N Broadcasting Co. was granted transfer of control of WIGM Medford, Wis., to Harold R. Murphy who was permitted to purchase stock, held by Charles H. Nelson, for $4,000 plus relinquishment of all voting stock of the Flambeau Broadcasting Co. which controls WLDY Ladysmith, Wis. Mr. Nelson will now be sole owner of WLDY.

FCC granted assignment of the construction permit of WHBN Harrodsburg, Ky., for $15,000 from the Pioneer Broadcasting Co. to a new equal partnership of the same name composed of C. H. Hulse, Charles R. Shuffett and Frank Orwin.

KBST-TV Big Spring, Tex., ch. 4, changed its construction permit from the Big Spring Broadcasting Co. to Big Spring Television Inc. with the same majority principals.

Redwood Empire Broadcasting Co. was permitted assignment of its license for KAFP Petaluma, Calif., to a new partnership of the same name with former principals Jeffrey E. Evans and Stephen H. Evans surrendering their interests in return for cancellation of any liabilities from the partnership. The remaining partners will give Aubin D. Thomas a 10% interest.

C. H. Simpson was permitted to increase his ownership of WPXY Punxsutawney, Pa., from 48% to 89% through the purchase of 41% of the station's stock from Farm & Home Broadcasting Co. for $1,263 and assumption of $4,424 indebtedness.

KAPB Marksville, La., was granted relinquishment of control by W. L. Billups to his family.

Ikard Hopes for Prompt Study Of Bill to Kill Uhf Set Tax

THE HOUSE Ways & Means Committee may consider today (Monday) or tomorrow a House bill (HR 4070) to exempt uhf-equipped tv sets from the 10% federal excise tax, the bill's author, Rep. Frank Ikard (D-Tex.) said last week.

Rep. Ikard said he "hoped" the committee, of which he is a member, can get to the bill today or tomorrow, adding that it is "away down the list" of tax measures under committee consideration.

He said a Treasury Dept. report on the bill, disapproved of it both because of revenue losses and "in principle" because it would in effect "provide a subsidy for particular industries or products" through "differential tax treatment."

The Treasury Dept. letter to the Ways & Means Committee is not very encouraging, Rep. Ikard said, and has "scared off" some committee members "at the moment." However, he said, he hopes the committee can get to the bill this week so its chances for getting out early in the second session of Congress will be increased.

The letter from the Treasury Dept. said FCC estimates it would cost $7 to $15 per unit more to manufacture tv sets equipped for both uhf and vhf tuning, at factory prices running from $70 to $150 per set. The Treasury Dept. said the revenue loss, if all manufacturers turned to uhf-vhf sets, would be $1 million. "The problem of uhf stations is a difficult one," the letter added, "but we believe it should not be dealt with through differential tax treatment."

Return of Sen. Johnson Not Expected Till January

RETURN of Senate Majority Leader Lyndon B. Johnson (D-Tex.) to his senatorial duties is not expected before the second session of Congress which begins next January, it was indicated last week.

Sen. Johnson, whose wife, Claudia T. (Lady Bird), is president and chief owner of KTBC-AM-TV Austin and KANG-TV Waco, both Texas, suffered a heart attack July 2. Meanwhile, Sen. Earle C. Clements (D-Ky.), majority whip, was named to assume duties as Senate majority leader until Sen. Johnson's return.

Physicians at Bethesda (Md.) Naval Hospital said last week Sen. Johnson is "progressing satisfactorily."

proof positive

WCUE

now **FIRST**

in **AKRON**

latest Hooper ratings
March-April 1955

SHARE OF RADIO AUDIENCE	Mon. thru Fri. 8:00 A.M.-12 Noon	Mon. thru Fri. 12 Noon-6:00 P.M.
WCUE	32.2	32.7
Station B	29.5	28.3
Station C	27.0	21.6
Station D	4.2	9.3

Wcue . . . Akron's only Independent—we're home folks.
TIM ELLIOT, President

John E. Pearson Co., National Representatives

McConnaughey Tour

FCC CHAIRMAN and Mrs. George C. McConnaughey fly to Paris July 22 on a quasi-official tour of Europe which will include visits with top communication officials in various countries [CLOSED CIRCUIT, June 6]. They will inspect International Telecommunication Union at Geneva later in month, swing into Germany first week of August (Bonn, Munich and Heidelburg) and then to Stockholm (Aug. 8-11), Oslo (11-14), Copenhagen (14-17), Amsterdam (17-19), Scotland (20-22) and London (23-26). August is vacation month at FCC and no regular meetings are scheduled.

Publishers, Agencies Given More Time to Answer Suit

DEADLINE for filing replies to the Justice Dept.'s civil anti-trust suit against the American Assn. of Advertising Agencies, the American Newspaper Publishers Assn. and four other print media associations [B•T, May 16] was extended last week for a month, to Aug. 5.

A reply to the complaint was due last week in Federal District Court in New York, but the deadline was extended at the request of the respondents. A spokesman for ANPA said it had requested and been granted an additional extension until Sept. 6. An AAAA official told B•T his group had not sought additional time. Other groups named in the complaint are the Publishers Assn. of New York City, the Periodical Publishers Assn., the Associated Business Papers and the Agricultural Publishers Assn.

The Justice Dept.'s complaint charged that the operation of the advertising agency recognition system, with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and its refusal to recognize "house" agencies, constituted restraint of trade in violation of Section 1 of the Sherman Act.

Five Am Applications Set for FCC Hearings

HEARINGS last week were designated by the FCC on applications for stations in Morgantown, W. Va., Columbia-Savannah, Tenn., and Signal Hill - Oceanside - Inglewood - Escondido, Calif.

WCLG Morgantown application for a power increase from 500 w to 1 kw day on 1300 kc was set for hearing and WPXY Punxsutawney, Pa., was made a party to the proceeding.

Requests for new am stations to operate on 1280 kc, 1 kw day in Columbia and Savannah, Tenn., filed by Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, and Savannah Broadcasting Co., Savannah, were designated for consolidated hearing.

Cerritos Broadcasting Co. and Oceanside-Carlsbad Broadcasting Co. applications for stations to operate on 1450 kc, 100 w unlimited time at Signal Hill and Oceanside, respectively, were set for consolidated hearing with applications of Palomar Broadcasting Co., Escondido, for a station on 1450 kc, 250 w, unlimited, there. Application of Albert John Williams, Inglewood, for 1460 kc, 500 w, day with directional antenna was added to the proceeding.

KPAL Palm Springs, KVEN Ventura, KPRO Riverside and KWIZ Santa Ana, all Calif., were made parties to the proceeding.

Advertisement

From MORNING TELEGRAPH

—JUNE 27, 1955

Sight and Sound

Dr. Stanton Hopes For TV Committee } **Just Such an Outfit Is Nat'l Audience Board**

***by* Leo Mishkin**

A FEW WEEKS AGO, Dr. Frank Stanton, president of CBS, and himself a research analyst and social statistician of no mean achievement, made public the wistful suggestion that a committee be organized of public-minded citizens, civic leaders, welfare groups and even, God save the mark, television critics, to find out not only how many people are looking at TV, but also how, and more importantly, why. It was Dr. Stanton's idea that such a committee might draw up a list of pertinent questions on this matter, and that teams of research workers would then go out into the streets and highways asking these questions of all sorts of people who own receiving sets. The result then to be collated and annotated, indexed and cross-indexed, with the final compendium serving as a possible guide to future television programming and production.

◆

WELL, THIS IS TO report that there is already at hand just such an organization, dedicated to just such a purpose, and that out in Hollywood and San Francisco it is already at work. It is called the National Audience Board, and its membership is made up of women's club leaders, Parent-Teachers Associations, American Legion and Legion Auxiliary officials, educational executives, child welfare workers, and local chambers of commerce. In process now is the formation of a similar group in New York, to be allied with the two West Coast branches already established, and future hopes are that additional chapters will eventually be set up in Chicago, Philadelphia, St. Louis, Detroit and other major cities throughout the country.

◆

THE PRESIDENT OF THE National Audience Board is one Peter Goelet, a descendant of the famed Goelet real estate family, who for the present is backing the organization of the NAB with his own money. Of which it may be presumed he has enough. Eventually, however, Mr. Goelet hopes that the actual work of the new Board will be self-sustaining, through donations made by the member groups, circulation sales of a weekly news letter, and perhaps even financial tokens of esteem from the television industry itself. It is Mr. Goelet's not altogether unreasonable expectation that the broadcasters will eventually be quite happy to pay hard money to find out whether their programs are any good or not. In the light of Dr. Stanton's recent statement, in which he also said CBS would be quite willing to underwrite just such a study, it would appear that the only thing remaining to be done is to get Dr. Stanton's signature on a check.

◆

MR. GOELET HIMSELF is a former broadcaster, once having operated a radio and TV station in Newburgh, N. Y. And since for some years he was also closely associated with the National Board of Review for Motion Pictures, it is his feeling that much of the same procedures that marked the work of that movie organization might be applied to television as well. Out in Hollywood, for instance, members of the National Audience Board have been welcomed by none other than Walt Disney, for previews of his "Disneyland" and "Davy Crockett" TV shows, and it was at the suggestion of Hubbell Robinson, Jr., vice president of CBS Television in charge of programming, that invitations have also been issued by the NAB to Eddie Cantor, Dick Powell, Jack Webb and other TV stars to take part in the NAB's activities. A number of TV executives on the West Coast are already members.

◆

THE ACTUAL FUNCTION of the National Audience Board, in Mr. Goelet's view, is to serve as a liaison between the public and the television industry. Differing from other civic groups who make a constant practice of merely criticizing, Mr. Goelet has hopes that his people will spend just as much time commending certain things on the air as they will in denouncing them. One of the things the NAB plans, for instance, is an annual, or semi-annual award to the best commercial on the air. And on the questionnaires distributed to members attending previews of forthcoming TV films, or in reviews of live programs, comments are requested on whether it was entertaining not only to you, but to your children, whether it was on at the proper time or not, was there anything you found offensive in the offering, was there anything instructive, and would the reviewer like to see more of the same.

Dr. Stanton, meet Peter Goelet. I have an idea that the two of you may find much in common.

Reserve
Your TV Space today
in the
1955–56 TELECASTING YEARBOOK & MARKETBOOK
Final Deadline: July 25
Publication Date:
Mid-August

WELCOME to Washington is extended by FCC Comr. Rosel H. Hyde (3d from left) to Carlos Nunez, chief of Mexican government delegation to radio frequency allocation talks which resumed last week. At National Airport gathering Wednesday night (l to r): John S. Cross, State Dept. Telecommunications Policy Staff and assistant chief of U. S. delegation; Joseph M. Kittner, assistant chief of FCC Broadcast Bureau and member of U. S. delegation; Comr. Hyde, chief of U. S. delegation; Francis Colt deWolf, chief of State Dept. Telecommunications Policy Staff; Sr. Nunez, chief of International Affairs Dept., Mexican Ministry of Communication and Public Works; Lazara Barajas (behind Sr. Nunez), chief of Technical Dept., MCPW; Sra. Barajas.

U. S., Mexico Renew Efforts for Am Pact

Mexico is understood to be seeking an additional clear channel, recognition of its Class 1-A claim, use of 540 kc and secondary privileges on certain U. S. clears.

RENEWING efforts to settle differences between the U. S. and Mexico over utilization of radio (am) frequencies, delegates from the two countries met in Washington Thursday, exchanged expressions of hope for an early allocation agreement and heard the Mexican delegation chief, Carlos Nunez, voice the desire to "start work immediately."

The two countries were unsuccessful in concluding a treaty at an initial conference last fall in Mexico City, but FCC Comr. Rosel H. Hyde, chief of the American delegation, indicated that the U. S. would cooperate in every effort to reach a solution which would be fair and acceptable to both nations.

Mexico is understood to desire an additional clear channel above its present six (at least on a share basis), to seek greater secondary privileges on certain U. S. clears and to obtain recognition of its Class I-A claim and use of 540 kc, said to have been made in advance of a target date established by the 1947 Atlantic City agreement. The U. S. is reported to be firm in its position that America also is entitled to an equitable use of 540 kc.

The bilateral talks stem from the fact that Mexico was not signatory to the 1950 North American Regional Broadcasting Agreement, which still is pending before the Senate for ratification. Mexico has been negotiating with Cuba preparatory to the renewed meeting with the U. S. in Washington.

Following a welcome by Thorsten V. Kalijarvi, U. S. Deputy Assistant Secretary of State for Economic Affairs, Comr. Hyde informed the opening plenary session that the principal delegates of the two nations would meet on Friday to plan working sessions for this week. Several dozen U. S. industry representatives were present and will participate in the meetings as advisors or observers. Mexican industry spokesmen also are expected to attend.

In addition to Comr. Hyde, the U. S. delegation includes Assistant Chief John S. Cross, chief of radio services and international communications, State Dept. Telecommunications Policy Staff; James E. Barr, chief of Broadcast Facilities Division, FCC Broadcast Bureau; Joseph M. Kittner, assistant chief, FCC Broadcast Bureau; Bruce S. Longfellow, chief, allocation and technical branch, Broadcast Facilities Division, FCC Broadcast Bureau; and Raymond L. Harrell, telecommunication attache of the U. S. Embassy in Mexico City.

Sr. Nunez is chief of the International Affairs Dept. of the Mexican Ministry of Communication and Public Works. With him Thursday was Lazara Barajas, chief of the Ministry's Technical Dept. Others of the Mexican delegation yet to arrive include Ignacio Ramirez Caraza, Manuel Zorilla, Hector O'Campo Guerra, Guillermo Salas and Jose Luis Fernandez.

Sr. Nunez, in his response to Comr. Hyde's welcome, cited radio's effectiveness in reaching the people "intimately" and its role in a nation's efforts to better serve its citizens. Because of this important role and radio's "universal" nature as a natural resource available to all, he said the distribution of radio facilities must be made in the most equitable manner possible.

Treble Damage Rule Opposed

JUSTICE Dept. has asked Congress to amend the antitrust laws to permit Federal judges to award less than treble damages in private antitrust suits. This is in line with the recommendation of Attorney General's Committee to Study Antitrust Laws [B•T, April 4]. Justice Dept. views, made to House Judiciary subcommittee, said that discretionary powers for judges to award less than mandatory treble damages would aid the complainants, since many times judges and juries feel threefold awards are too steep for "unwitting" violations.

WTPS NEW ORLEANS FAVORED FOR CH. 4

Examiner Smith's initial decision denies application of Loyola U. James A. Noe & Co. bid not in comparative analysis.

VIRTUALLY splitting hairs to determine the better of two well-matched competitors, FCC Examiner Elizabeth C. Smith last week issued an initial decision proposing to grant ch. 4 at New Orleans to the *Times-Picayune* (WTPS) and to deny the bid of Loyola U. (WWL).

She also found that James A. Noe & Co. (WNOE) failed to establish its basic financial qualifications, hence was not considered in the comparative analysis.

Examiner Smith made her final conclusion in favor of *Times-Picayune* on the basis of its proposals for regular programs of particular interest to outlying communities and its plans for regular color tv programming, especially live. She found *Times-Picayune* to have only "slight" preference over Loyola in the area of participation in New Orleans civic and community life. She preferred the newspaper for its longer service to the community although citing the strong record of Loyola's WWL.

New Orleans presently has two operating tv stations, ch. 6 WDSU-TV and ch. 61 WJMR-TV. Permit for ch. 26 WCKG (TV) is outstanding.

The initial decision noted that Loyola first filed for tv in 1944, but dropped the bid in 1946 pending further study of conflicting claims as to monochrome vs. color tv. Examiner Smith also cited *Times-Picayune's* initial tv grant in 1948 for WTPS-TV which was surrendered because of the reallocation and freeze.

"These facts, under all of the circumstances, form no valid basis for an adverse conclusion with respect to either of the two applicants," she said. "From the present pinnacle of hindsight, each of them now doubtless rues the decision then made."

Appraisal Is Necessary

In her summary, Examiner Smith wrote, "In the final analysis, there must be an appraisal of the relative importance of the several factors around which center the comparison of these applicants. . . . An evaluation of the proposals shows neither of them to be deficient in any important aspect.

"Each has proposed well-balanced and meritorious programming and there is well-founded basis in the record for concluding that each of the proposals can and will be effectuated satisfactorily. It has been hereinbefore concluded that Loyola merits a preference with respect to its past operation and experience in the use of one of the most important and powerful am radio facilities in the nation and the concomitant assurance which that experience gives that the needs of the area generally will be ascertained and met on a continuing basis.

"This preference is, however, largely offset by the long and meritorious record of *Times-Picayune* in ascertaining and serving the needs of the community through its newspapers, as well as its experience of much shorter duration and extent garnered from the operation of its much less powerful radio station."

Examiner Smith continued, "*Times-Picayune* has been awarded preference, albeit slight, on the factor of greater participation in the civic and community life of New Orleans. The deciding factor, under the record in this proceeding, is the fact that *Times-Picayune* merits preference on two important facets of proposed programming, namely, regularly scheduled programs of particular interest to residents of outlying communities located within the area to be served; regularly scheduled color tv programs.

"The proposal to provide programs of particular interest to outlying communities is not a proposal to program for some special group, such as, for example, a racial group, but is a proposal to provide on a regular basis programs of local interest and participation for residents within outlying communities which have no television outlet other than through New Orleans stations. This will provide some degree of local expression to such communities on a regularly scheduled basis, as well as make for broader interest and utilization of talent found in such areas.

"The proposal to telecast programs, particularly local live programs, in color, to the extent and in the manner proposed by *Times-Picayune*, will encourage and foster a new and challenging phase of visual broadcasting in the New Orleans area without delay. The pioneering spirit is one which has lead to many important advancements in the radio industry and is to be encouraged."

Concerning the issue of diversification of the media of mass communication, Examiner Smith concluded "Loyola has not substantiated its claim of superiority over *Times-Picayune*" in this matter. She noted that Loyola, a Jesuit school, is the licensee of clear channel WWL, "the most powerful am radio station in New Orleans and by its own characterization, the

Now Ampex frees your staff for other duties

NEW AUTOMATIC BROADCAST PROGRAMMING SYSTEM

a new concept in radio . . .

Here's a major step in radio progress — pre-taped programs precisely cued to pre-taped announcements for continuous automatic broadcasting for anything from 15 minutes to 15 hours. Two Ampex 450 tape reproducers are operated alternately, automatically cued by sub-audible trigger signals, automatically time-corrected every 30 minutes. And it's a versatile system, that can be operated with conventional broadcasts at any time.

a new time-saving system . . .

Just push a button and you automatically release your staff announcers for other duties. You can actually extend your broadcast day without increasing your staff. "Flubs" are eliminated and sponsors are better satisfied. You can use your own material or buy programmed segments from commercial sources. You'll save time — save dollars with Ampex.

Signature of Perfection in Sound Equipment

AMPEX CORPORATION

Write today for further information to Dept. D-2286
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Distributors in principal cities
In Canada: Canadian General Electric Company

Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Final Deadline: July 25
Publication Date:
Mid-August

dominant station in the entire Gulf Coast area," while other Jesuit institutions held part interests in tv applications at St. Louis and Mobile and operate WEW St. Louis and noncommercial educational fm stations WFUV New York, KSCU Santa Clara, Calif., and WUSV Scranton, Pa. The *Times-Picayune* involves two of the three daily papers in the city in addition to WTPS, she noted.

Concerning the charge that the *Times-Picayune* has engaged in restrictive advertising practices because of its compulsory unit rate for classified and general advertising (but not retail display) in both the morning and evening papers, Examiner Smith cited the 1953 court ruling which found that the paper was not operating in violation of the anti-trust laws since single ownership is involved. She observed there is a competing paper in the market as well.

The examiner refused to rule against Loyola on several questions raised by its competition over the "Jesuit question." On this matter she wrote in her conclusions:

"A matter which must receive early consideration is whether the manner of appointment and selection of the officers and directors of the Loyola corporation is relevant to the issues in this proceeding. All reference to, or consideration of, this matter which Loyola terms the 'Jesuit question' is objected to by it on the ground that (a) *Times-Picayune* has offered no point of reliance directed to such matter; (b) it is an attempt to 'smuggle in' an issue going to Loyola's legal qualifications; (c) it is an 'attempt to introduce a religious issue'; and (d) no control by the Society of Jesus has been shown.

"With respect to the first ground of objection, *Times-Picayune*'s points of reliance as to 'background and experience,' particularly the reference therein to stability of corporate management, the method of appointment or election of officers and directors, and local residence, clearly encompass consideration of the method and manner of appointment or selection of officers and directors of the Loyola non-stock corporation, their tenure, residence and related factors.

"With respect to the second ground, the question here is not one of legal qualifications, but factors which relate to claims of superiority by Loyola on the basis of integration of ownership and management, local residence, etc. from a comparative standpoint.

"With respect to the third ground, no consideration has been, or will be, given in this proceeding to the religious faith of any individual or group and none has been urged by *Times-Picayune*. The evidence has been evaluated on the basis of fact apart from any religious connotation whatsoever.

"With respect to the last ground, control by the Society of Jesus over the selection, appointment and tenure of the officers and directors of Loyola has been clearly established. . . . It should be noted that this is not due to any provision of canon law but to the express provisions of the charter of Loyola granted by the state of Louisiana at the request of the incorporators of Loyola."

Commission Amends Sec. 3.150

SEC. 3.150 of the FCC rules—the section setting forth the directional antenna data necessary on new standard broadcast applications—was amended by the Commission to read that daytime directional antenna information must be supplied only "in those instances where radiation at angles above the horizontal plane is a pertinent factor in station allocation."

Civil Liberties Union Opposes Anti-Red Bill

THE AMERICAN Civil Liberties Union has objected to a bill pending in the Senate that would deny requests by certain political candidates for equal radio or tv time. ACLU, in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, also has asked to be heard on the bill, if and when a hearing is set.

The bill was introduced in January by Sen. John M. Butler (R-Md.). Under its terms, broadcasters could refuse equal time to persons, even though legally qualified candidates, if they had been convicted of subversive activities or belong to organizations determined to be pro-communist [B•T, Jan. 31].

ACLU's objections were based on "the American idea that in free and open debate, the truth of democracy can defeat the arguments of totalitarianism," Patrick Murphy Malin, ACLU executive director, said.

Mr. Malin, in noting that he was transmitting the views of ACLU's radio-tv panel, said objections were six in number. Candidates, the panel said, should be entitled to present their ideas to the electorate. "The use of radio-tv is becoming more and more recognized as the prime requisite for political campaigning, and to shut off the candidate from the voters through this vital meduim of communication is an attack on our political process, which thrives on the exchange of political views," the panel found.

Other objections were that the bill was both discriminatory and showed "fear of opinion and ideas"; that it would bar from political office (as a principle) people who have served a prison sentence; that it would prevent "sincere reformed" or any other ex-Communist from running for political office; that it would make Communists the victims and thus accord them political respectability and that passage would make the U. S. look ridiculous abroad.

House to Vote on Bill To Amend 'Protest' Section

A HOUSE bill (HR 5614) to amend Sec. 309 (c) "protest" provisions of the Communications Act is scheduled to be considered on the floor this week. The measure, open to amendment on the floor, is limited to one hour of debate.

The bill was expected to be passed by the House with little if any opposition, spurred by congressmen with complaints from constituents about delays of new services caused by the present provisions.

The Senate Communications Subcommittee heard testimony on a companion bill last week (see story page 74).

The House bill was reported on the floor Thursday after clearing the House Rules Committee. It had been reported favorably the week before by the House Interstate & Foreign Commerce Committee [AT DEADLINE, July 4].

The House Commerce Committee approved the measure after recommending two amendments suggested by a representative of the Federal Communications Bar Assn. and agreed to by the FCC, both of which testified at hearings June 22 and 24 [B•T, June 27].

Non-Communist Oath Asked

ATTORNEYS practicing before federal departments and agencies (including the FCC) or appearing before a federal court or a congressional committee would be required to file non-communist affidavits under the provisions of a bill (HR 7070) introduced by Rep. Peter W. Rodino Jr. (D-N. J.).

THEODORE S. REPPLIER (l), president of The Advertising Council and the first Eisenhower Exchange Fellow to return from abroad, is welcomed back by Stuart Peabody, Council chairman and assistant vice president of the Borden Co. Mr. Repplier, who for six months has been studying U. S. information and propaganda activities in Europe and the Far East, called for a stepped-up propaganda campaign by the U. S. He is the first non-government American to make a study of the information-propaganda subject.

Marx, Guedel Ask Tax Court Ruling on Sale of Property

REQUEST of the U. S. Tax Court to act as arbiter in a dispute with the U. S. Internal Revenue Service over how their million-dollar sale of interests in You Bet Your Life Productions should be taxed has been made by Groucho Marx, host of the NBC radio-tv show, *You Bet Your Life*, and his partner in the production firm, John B. Guedel.

Messrs. Marx and Guedel, on their income tax returns, treated the initial installments on the sale to NBC as disposals of a capital asset, only 50% taxable. The Internal Revenue Service, however, has held the position that only 25% of the money involved represents such a sale and the remaining 75% is compensation for personal services, and as such, taxable at full rates as ordinary income.

FCC Grants Three New Ams, Gives Four Facility Changes

CONSTRUCTION permits for new am stations in Guthrie, Okla., Roseburg, Ore., and Cameron, Tex., were granted last Thursday by the FCC along with changes in facilities for four other stations.

Southern Broadcasting Co. was granted 1490 kc, with 100 w unlimited at Guthrie. Principals James A. West Jr., Delvin R. White and Elgie M. Risinger have equal interest in KHBM Monticello, Ark., and KSUL Sulphur, La., and are applicants for a new am station at Winnfield, La. Mr. West has a one-third interest in KDMS El Dorado, Ark.

In Roseburg, Douglas Broadcasters Inc. was granted permission to operate on 950 kc, 1 kw, day. E. Leroy Hiatt, 40% stockholder of Douglas, is manager of KRNR Roseburg.

Milton F. Brown, doing business as Milam County Broadcasting Services, was awarded a construction permit for a Cameron, Tex., station on 1330 kc, 500 w, day, conditioned to acceptance of any interference that may be caused by the subsequent grant of an application of Radio Broadcasting Service or Dana W. Adams on the same frequency at Tyler, Tex. Mr. Brown publishes the weekly *Cameron Herald*.

WETU Wetumpka, Ala., was granted a change from 1570 kc, 250 w, daytime, to 1250 kc, 1 kw, day.

WCLB Camilla, Ga., was permitted to change from 1540 kc, 250 w, day, to 1220 kc, 1 kw, day.

WJAM Marion, Ala., will increase its power from 1 kw to 5 kw, operating daytime only on 1310 kc.

A modification of its construction permit was granted WNBT Wellsboro, Pa., to change from 1570 kc to 1490 kc.

GOP Politicking on Tv Charged by Sen. Neuberger

A CHARGE that Republicans are using "composite political telecasts" has been made by Sen. Richard L. Neuberger (D-Ore.) in a statement on the Senate floor. He said he hopes Congress and the FCC will soon consider measures to "set standards of honesty in television broadcasts of public affairs."

Sen. Neuberger introduced an article from *The Reporter* magazine titled "Every Congressman a Television Star." The article criticized the National Republican Congressional Committee for dubbing in filmed shots of GOP congressmen with "spectacular" films showing military planes in action, federal atomic installations or "travelogues of Washington." The committee also splices "discussions" by individual congressmen with high administration officials into films which make it appear as if the official and the congressman were having a question-and-answer session, the article said.

Such films, Sen. Neuberger said, then may be telecast as nonpolitical public service features by the congressman's hometown tv station.

Sen. Neuberger said that "as in the case of radio, the role of television is justly conceived to be both in the field of entertainment and in the field of enlightenment. But the medium itself does not differentiate between the two, and therein lies an opportunity for the political huckster, and a danger to the democratic process."

The Oregon Democrat recently introduced a bill which would require that stations make it known to the television audience when a political speaker is using face make-up or prompting devices on telecasts.

Will Probe News Suppression

A SUBCOMMITTEE of the House Government Operations Committee has been named to investigate whether government departments and agencies have withheld or suppressed information to radio and tv broadcasters, other communications media and congressional committees, Rep. William L. Dawson, committee chairman, has announced. Rep. John E. Moss (D-Calif.), who will head the subcommittee, said staff members already have started the investigation. Rep. Dawson's statement said that "charges have been made that government departments and agencies have denied or withheld pertinent and timely information from those who are entitled to receive it."

MORE THAN "JUST A TOWER"

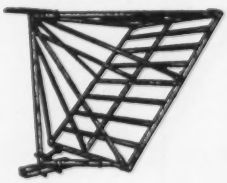
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

TOWER Construction Co.
SIOUX CITY, IOWA

CBS BUYS 2D UHF, WGTH-TV HARTFORD, FROM GENERAL TELERADIO FOR $650,000

Acquisition will match CBS and NBC for the first time in the ownership and operation of uhf stations in the same market, NBC owning WKNB-TV New Britain.

CBS bought its second uhf television station last week, signing with General Teleradio Inc., to acquire ch. 18 WGTH-TV Hartford, Conn., for $650,000.

Purchase of the Connecticut capital city outlet will pit CBS and NBC against each other for the first time in the ownership and operation of uhf stations in the same markets—assuming the necessary FCC clearances.

NBC has bought ch. 30 WKNB-TV New Britain, also subject to FCC consent [B•T, Jan. 10].

Both are in the rich, populous Connecticut River Valley area, which is the target of one of the de-intermixture cases heard by the FCC two weeks ago [B•T, July 4].

The CBS-General Teleradio agreement, announced Friday afternoon by CBS-TV President J. L. Van Volkenburg, in reality involves a three-way sale. General Teleradio owns 55% of WGTH-AM-TV but committed itself to acquire the remaining 45% owned by the Gannett Newspapers' *Hartford Times* and to deliver all of WGTH-TV to CBS. What GT will pay for this 45% interest was not disclosed.

Mr. Van Volkenburg said that transfer applications will be prepared promptly for early submission to the FCC.

"Operation of WGTH-TV by CBS Television," Mr. Van Volkenburg said, "will assure the many thousands of families in the important and rich Hartford area of a complete schedule of the outstanding CBS-TV programs.

"The purchase is further proof of the network's confidence in uhf and is in compliance with the commitments of CBS to foster the development of uhf by acquiring the maximum number of uhf and vhf stations permitted under the rules of the FCC."

Seven Tv Limit

The FCC multiple ownership rules permit the ownership of up to seven tv stations by a single entity, provided no more than five are in the vhf band. These rules have been nullified by a U. S. Circuit Court decision, but the FCC has asked the U. S. Supreme Court to review that ruling.

CBS acquired its first uhf outlet—WXIX (TV) Milwaukee, on ch. 19—last October when it paid $335,000 for WOKY-TV Milwaukee and a net $500,000 for the facilities of WCAN-TV Milwaukee.

In an abortive move last fall, CBS proposed to buy ch. 9 WSTV-TV Steubenville, Ohio, for $3 million. The agreement was pinned on FCC approval of the move of the station to a point near Pittsburgh. This drew protests by Pittsburgh stations and both buyer and seller were told by the FCC that a hearing was necessary. The sales agreement was cancelled by "mutual consent" last month and the application to move the station withdrawn [B•T, June 13].

Last year, CBS gave up minority ownership in two tv stations. It sold its 45% interest in ch. 9 WTOP-TV and WTOP-AM-FM Washington for $3.5 million, and its 47% interest in ch. 4 WCCO-TV and WCCO Minneapolis-St. Paul to Cowles' Minneapolis Star & Tribune Co. for $3.9 million.

CBS is an applicant for St. Louis' ch. 11. It also had been an applicant in Boston, but withdrew.

If the FCC approves the Hartford uhf purchase, CBS will still be shy two vhf owned outlets for a complete "five and two" tv portfolio. It now owns, in addition to the Milwaukee uhf, WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles.

Awaiting final FCC decision is the outcome of the battle for Hartford's lone vhf ch. 3. An initial decision by an FCC hearing examiner favors the grant to WTIC Hartford and proposes to deny competing applicant Hartford Telecasters Inc.

However, Hartford is one of the four key cities involved in the Commission's present consideration on de-intermixture. WGTH-TV, WKNB-TV, and WHYN-TV and WWLP (TV) Springfield, Mass., have proposed that ch. 3 be made the educational channel in Hartford or that it be moved to another city. Requests for ch. 3 have been filed with the FCC for Westerly, R. I. (Providence), New London and Norwich, Conn.

Location Move

The proposed $600,000 purchase of ch. 30 WKNB-TV and WKNB (1 kw day on 840 kc) New Britain is predicated on the move of that station to a new location. The purchase has been under investigation by the FCC on the question of overlap between NBC's ch. 4 WRCA-TV New York and WKNB-TV. Both WNHC-TV New Haven and WATR-TV Waterbury, Conn., have objected to this purchase (see story page 78). WKNB-TV has been affiliated with CBS-TV.

Hartford is less than 10 miles northeast of New Britain. It is 98 air miles from New York. It is 34 air miles from New Haven, where ch. 8 WNHC-TV has been the NBC-TV affiliate for that part of New England for the last seven years. WNHC-TV's NBC affiliation ceases Oct. 1 [B•T, July 4].

The agreement between CBS and General Teleradio was negotiated by John B. Poor, vice president of GT and executive vice president of Mutual Broadcasting System, and H. V. Akerberg, CBS-TV vice president in charge of station relations.

General Teleradio, majority owner of MBS, also owns WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis, KFRC San Francisco and last month entered into an agreement to buy WEAT-AM-TV West Palm Beach, Fla. [B•T, July 4].

Started in 1954

WGTH-TV commenced Sept. 25, 1954. It is affiliated with ABC and DuMont, and is represented by H-R Television. It will, of course, become a CBS-TV basic under the new ownership. It is licensed to General-Times Television Corp. WGTH (5 kw on 1410 kc) is not involved in the CBS purchase, but will be completely owned by General Teleradio when it buys out the Gannett interest.

No decisions have been made regarding changes in WGTH-TV management if the FCC approves its acquisition by CBS, Mr. Van Volkenburg indicated.

WKOZ Marks Power Increase

LUNCHEON to honor more than 100 local businessmen who have used the station's facilities was held July 1 by WKOZ Kosciusko, Miss., to mark its increase in power and new independent program format. Up to now WKOZ has been an ABC affiliate with 250 w fulltime. Is now is a daytimer with 5 kw and operates as an independent, featuring music, news, sports and local events.

At the luncheon, owner Cy N. Bahakel presented plans to increase WKOZ's service on a regional basis and "to make the station an even greater medium of information and entertainment." Mims Boswell Jr. is general manager and has been with WKOZ since its founding in 1947.

WEOA Sale Completed

FINAL PAPERS have been signed transferring WEOA Evansville, Ind., from Consolidated Television & Radio Broadcasters Inc. to Ohio Valley Television Co. (WEHT [TV] Henderson, Ky.) for $116,000 [B•T, June 27]. The sale was consummated on June 30, following Commission approval June 22.

Harry M. Bitner is president of Consolidated, which owns WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids and WFDF Flint, Mich., and WTCN-AM-TV Minneapolis. WEHT, which covers Evansville, is wholly owned by Malco Theatres Inc. Herbert R. Levy is president.

HOSTS as WMBV-TV Marinette, Wis., held an informal party at the opening of its Green Bay studies were (l to r): Jim McConnell of New York and Howdee Meyers of Chicago, both of Venard, Rintoul & McConnell, WMBV-TV's national representative; Charlie Dietsch, Green Bay manager for WMBV-TV; Joseph D. Mackin, WMAM-WMBV-TV general manager; W. E. Walker, president of licensee M&M Broadcasting Co., and William R. Walker, tv station manager. The ch. 11 station is the NBC affiliate for the Green Bay area.

WOR-AM-TV SALES HEADED BY DIX

IN A REALIGNMENT of the sales staffs at WOR-AM-TV New York announced last week by Gordon Gray, general manager, William P. Dix Jr., WOR sales manager, was made sales manager of both WOR and WOR-TV.

MR. DIX

As part of the reshuffling of duties, Perry Bascom was advanced to the post of assistant sales manager of WOR-TV from that of account executive with the station. William McCormick continues as assistant sales manager of WOR.

In assuming sales command at WOR-TV, Mr. Dix takes over the duties relinquished by Charles Phillips, who has been named manager of the sales development department of the television division of Edward Petry & Co. (see story below).

Mr. Dix joined WOR as sales manager in January 1954, leaving a similar post at WTAM Cleveland.

Mr. McCormick, who was named assistant sales manager of WOR last February, joined the station in October 1946 and later was promoted to regional sales manager. He is credited with having compiled a record of more than $2 million in billings during his tenure with WOR.

An account executive with WOR since August 1954, Mr. Bascom previously was a sales representative for WIP Philadelphia for more than six years.

Phillips to Head Petry Tv Sales Development

ESTABLISHMENT by Edward Petry & Co. of a sales development department within its Television Div., with Charles Phillips as manager, effective Aug. 1, was announced last week by the station representative company.

MR. PHILLIPS

Mr. Phillips joins Petry from WOR-TV New York, where he has been sales manager since February 1954 (see above). He will report to Tom Knode, vice president and general manager of Petry tv. Mr. Phillips previously had spent 11 years with NBC, from 1943 to 1954, starting as sales promotion manager for KOA Denver and progressing through various executive posts, including sales manager of WNBK Cleveland. He also has been with Ball & Davidson, Denver advertising agency, and with *The Denver Post*.

The new department will endeavor to secure new advertisers for spot tv; sell current spot tv advertisers on expanding their use of the medium, and acquaint top advertiser management in the national field with the full story of each Petry-represented tv station. The department's efforts will be supported by Petry tv promotion and research, and its activities will be closely coordinated with those of the Petry tv sales department.

New Tennessee Daytimer Goes on Air July 1

CEREMONIES heralding the start of WSEV Sevierville, Tenn., were held July 1 with representatives from state and local governments and civic and veteran's organizations attending a two-hour celebration. WSEV, licensed to Smoky Mountain Broadcasting Corp., is on 930 kc with power of 1 kw daytime only.

Keynote speaker was James McCord, Tennessee Conservation Commissioner and former governor of the state, who discussed radio in modern day civilization. Among other officials present were Donald McSween, Tennessee Employment Security Commissioner; Glenn Nicely, executive assistant to Gov. Frank Clement; state senator Carrol Oaks; state representatives Fred C. Atchley, L. S. Nease, A. R. McCammon, Bryce Wisecarver, and Dr. James A. Crabtree, former Deputy Surgeon General of the U. S. Public Health Service.

Clay Cline, for 12 years with WJZM Clarksville, Tenn., is general manager of WSEV.

Privett to WBRC Sales Staff

APPOINTMENT of G. O. Privett to the sales staff, WBRC Birmingham, Ala., was announced last week by Lionel F. Baxter, sales manager. Mr. Privett, who has been in broadcasting since 1930, served most recently as sales manager of WSGN and previously had been local sales manager of WAPI, both Birmingham.

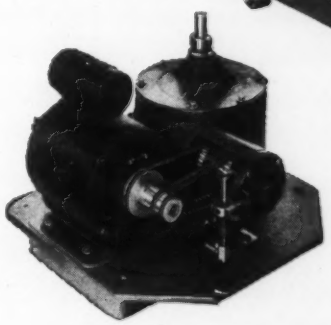
All 3-Speeds without Adapters

FAIRCHILD

530 Direct-Drive **TRANSCRIPTION TABLE**

With the Fairchild 530 Transcription Table, accurate playback speeds, *including 45 rpm,* are guaranteed by *direct-drive.* This eliminates inefficient "adapters" and insures day-by-day reliability.

Just a flick of the switch, even when the motor is running, and you can perform all record and transcription reproduction at one table. And, to complete the picture, Fairchild 202 viscous damped 3-way arm allows your choice of stylus size and lateral or vertical reproduction.



CONVERT

Out-moded Equipment

The drive used in the Fairchild 530 is also available in kit form for easy conversion of your present system to 3-speed operation. Fairchild 530 is especially effective in converting RCA 70 Series tables.

WRITE FOR ADDITIONAL INFORMATION TODAY!

FAIRCHILD RECORDING & EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.

WRCA-AM-TV Is Host For Day at Monmouth Park

WRCA-AM-TV New York took 'em to the races. Some 300 persons, including a wide representation of advertising agencies along with users of the NBC-owned outlets' time, plus executives of the two stations and of NBC Spot Sales, were on hand for the excursion from New York to the Monmouth (N. J.) Park track which WRCA-AM-TV staged June 29 for grocery manufacturers' representatives of New York [B•T, July 4].

The party traveled by boat, was dined en route and entertained by WRCA-AM-TV talent. Guests with limited time were flown to the track by helicopter.

EN ROUTE back from the races on the junket of WRCA-AM-TV New York are (l to r): George Dietrich, national radio manager, NBC Spot Sales; Dick Arbuckle, NBC Spot Sales; Hope Martinez, BBDO; Ethel Wieder, Biow-Beirn-Toigo; George Hennessey of George Hennessey Co., food brokers; Ann Janowitz, of Hewitt, Ogilvy, Benson & Mather, and Mike Donovan, of Benton & Bowles.

WLEE Richmond Names 3; Hudson to Radio & Sales Mgr.

HARVEY HUDSON, assistant manager in charge of operations for Lee Broadcasting Corp.'s WLEE Richmond, Va., has been named manager of radio and sales for the station, effective immediately, the corporation has announced. Simultaneously announced were the appointments of Thomas J. Kita and Lud Sterling as chief engineer and program director, respectively.

Mr. Hudson, 33, was associated with WRVA Richmond from 1940 to 1946 when he joined WLEE at its inception. In addition to management functions he has continued in the entertainment phase of radio and still produces the daily *Harvey Hudson* variety show.

Mr. Kita, 29, formerly assistant chief engineer in charge of studio control remote broadcasts and maintenance of equipment, has been with WLEE since 1948.

Mr. Sterling, 37, has been WLEE chief announcer for the last three years, joining the station as a disc m.c. in 1947. He has become well-known as "Uncle Lud" on the program of that name over WLEE.

Gainesville Stations Protest U. of Fla. Football Decision

TWO Gainesville, Fla., radio stations have protested the granting of exclusive rights for the U. of Florida football games to the university's WRUF there.

In the protest, made to the Board of Control, which sets the broadcast policy, WGGG President R. M. Chamberlain, who said he also served as spokesman for WDVH, asked the board to change its ruling, pointing out that in other cities with two or more stations the commercial stations have a right to bid for the broadcast privilege.

Acknowledging Mr. Chamberlain's charge that WRUF was "a commercial station," board member Hillis Rinehart said it became commercial only because the legislature ruled it had to be run as a commercial enterprise. But, he added, "WRUF has certain prerogatives it must enjoy over commercial stations." He cited educational advantages and added ". . . We look to it as the voice of the university."

Mr. Chamberlain countered that outside of a half-hour farm program, WRUF did very little university work. He said, ". . . I carry more university programming than WRUF."

Mr. Rinehart suggested the matter be taken under advisement. To enable the Board of Control to make a better study of the matter, board member Fred Kent called for a statement from each station concerning its educational programming and other phases of operation.

WWIL Sets Programming For Late Summer Debut

PROGRAM format of news and music stressing hi-fi sound will be featured on WWIL Fort Lauderdale, Fla., when it makes it debut sometime between Aug. 15 and Sept. 1. Construction of a new one-story building that will house all the station's operations was started June 18. The complete installation is expected to cost between $65,000 and $70,000.

Nick Pagliara, vice president, said WWIL will program about 20 hours a day, from 6 a.m. to 2 a.m.

WWIL is owned by the Missouri Broadcasting Corp., owners of WIL St. Louis. L. A. Benson, president, and Mr. Pagliara have been at the helm since WIL was founded.

WWIL will operate on 1580 kc with 1 kw fulltime. Collins Radio Co. equipment will be used.

KEYD-TV Names Fransen, Day in Expanded Activity

EXPANSION in sales and programming was announced last week at KEYD-AM-TV Minneapolis by General Manager Lee M. Whiting. Two appointments were made.

Richard M. Day, with KEYD since 1950 was named local television sales manager, and Robert Fransen, operations manager of KEYD-TV since it has been on the air, was promoted to assistant general manager in charge of tv.

Mr. Whiting said the appointments reflect intensified local sales activity and an expanded program of film purchases. He said still other programming moves were being made as a result of a rapid growth in audience during the first six months of tv operation.

MR. FRANSEN MR. DAY

An Early Start

A LITTLE business was combined with a lot of pleasure as the sales forces of WKZO-AM-TV Kalamazoo, Mich., held a sales clinic at the cottage of Carl Lee, Fetzer Broadcasting Co. vice president. As the stations relate, Jim White, WKZO-TV account executive, made the first "presentation" at 4:30 a.m. in the form of bacon and eggs. The salesmen got off to an early start and headed for Barton Lake. Don DeSmit, tv sales manager, landed the first "client," a small bass. The way it worked out, what little business was transacted proved more successful than the fishing.

Bonus Mentions Offered In KABC-AM-TV Sales Plan

INTEGRATION of picture or product mention into the format of all local programs is offered theatrical film producers and other advertisers as part of KABC-AM-TV Hollywood's "Operation Saturation" promotion plan.

Mentions are offered as a bonus for placement of all or most of local advertising budgets with the stations, explains Hunt Stromberg Jr., KABC-TV programming director.

Mentions are integrated into the local programs in several ways. During the recent promotion of M-G-M's theatrical release, "Love Me or Leave Me," KABC designated Wednesday, June 15, when the picture opened in Los Angeles, as "Doris Day," after the picture's star. The designation "This Is Doris Day," was incorporated into all station identifications during the day.

WNBF Using 'Double Decker'

WNBF Binghamton, N. Y., began operating July 1 on its new "double decker" antenna, which consists of two completely separate half-wave antennas placed one above the other. It is the first time, the station believes, that an antenna of that type has been used in the am broadcasting field. The station said that measurements have verified that the "apparent power" is more than triple that from the usual "minimum heights" antenna. Jansky & Bailey, Washington, handled the engineering.

Agricultural World Tour Sponsored by KCMO-AM-TV

AGRICULTURAL world tour sponsored by KCMO-AM-TV Kansas City for persons interested in world conditions affecting the agricultural economy of this country has been announced by E. K. Hartenbower, general manager of the stations. The tour, to visit the chief agricultural regions and political centers of 24 countries on four continents, will leave Kansas City Nov. 1. Jack Jackson, director of agriculture for the stations, will be in charge of the group.

The tour will leave in three sections, the first visiting European countries and to be completed in 22 days. The second will involve an additional 14 days and will include a stop in Yugoslavia, expected to be the first private American group to observe agriculture in that country, according to Mr. Hartenbower. The third section will continue to the Near and Far East and return via either Hawaii or Alaska. A KCMO representative presently is on an advance trip to arrange details with officials of the countries to be visited.

According to Mr. Hartenbower, the farm project is the first of its type ever to be conducted. A similar project which took 25 midwestern farm leaders to 10 European countries was conducted by Mr. Jackson in 1950.

FCDA Taped Phone Interviews Available to Radio Stations

FIRST of a series of taped telephone interviews between individual radio station personalities and Federal Civil Defense Administration officials was made June 29 in a 10-minute interview of Civil Defense Administrator Val Peterson by Heloise Parker Broeg, WEEI Boston's "Mother Parker," on atomic fallout.

Nat S. Linden, chief of FCDA's radio-tv branch, said Mrs. Broeg, immediate past chairman of American Women in Radio & Television's special projects committee, was chosen for the first interview because of her work in interesting AWRT members in FCDA's public information program.

In announcing the series of interviews, Mr. Linden said any station may arrange for taped talks with FCDA officials for use on the station, with FCDA "picking up the tab" for the telephone costs. He said FCDA also would furnish free a disc of the interview to any station which does not have recording facilities. The station personality may arrange to talk on any civil defense topic he chooses, including problems peculiar to his own community, Mr. Linden said.

Interested stations should contact FCDA as follows: Nat S. Linden, Chief of Radio-Tv Branch, Federal Civil Defense Administration, Battle Creek, Mich.

Ballplayers May Discuss Fee Charge for Interviews

DECISION by some ballplayers to charge stations for radio interviews at major league parks has stemmed from a "misinterpretation" and may be brought up at a meeting of player representatives in Milwaukee this week.

A movement to survey the sentiments of players has been started by John Harrington, sports director of WBBM Chicago [B•T, June 6]. In an interview with Special Events Director Hugh Hill, Brooklyn Dodgers pitcher Carl Erskine explained to listeners how the "misinterpretation" occurred.

He said the idea of levying fees resulted after one National League club made a persistent practice of requesting certain players to appear frequently at dinners and other functions without fee. The players, in turn, decided to curb the practice by starting to charge for their services, he added. Mr. Harrington claims the fees are "discriminatory" against broadcast media.

WBAI (FM) Format Defined

COMMERCIAL announcements at WBAI (FM) New York, new outlet which began operation fortnight ago [B•T, June 27], will be limited to 30 seconds and broadcast four times each hour, Ted Deglin, president, announced last week. Program plans call for broadcast of high-fidelity records and tapes, Mr. Deglin said. No classical music will be played, Mr. Deglin said, adding that the station hoped to gain its audience by "offering the kind of music that large groups of people actually listen to, not merely say for prestige reasons they would like to listen to."

STATION SHORTS

KFMB San Diego, Calif., reports 70.6% business volume increase in first quarter of 1955 over same period last year and record February high with 111% increase over February 1954.

WMAL-TV Washington is converting for network color retransmission.

WBZ-TV Boston has been requested by Union of Finnish Towns for use of station produced traffic film, "This Is Your City-Traffic," for showing in Lahti, Finland, Aug. 18-19.

WTVW (TV) Milwaukee has moved studio and program facilities to 1913 W. Wisconsin Ave. Bldg.

REPRESENTATIVE APPOINTMENTS

WNOW-AM-TV York, Pa., appoints Robert S. Keller Inc., N. Y., as national sales and sales promotion representative.

WPAC Patchogue, N. Y., has appointed Robert S. Keller Inc., N. Y., as sales promotion and national spot sales representative.

STATION PEOPLE

Michael Paul Loyet, 4, son of **Paul A. Loyet,** vice president and resident manager, WHO-AM-TV Des Moines, Iowa, died July 4 of encephalitis.

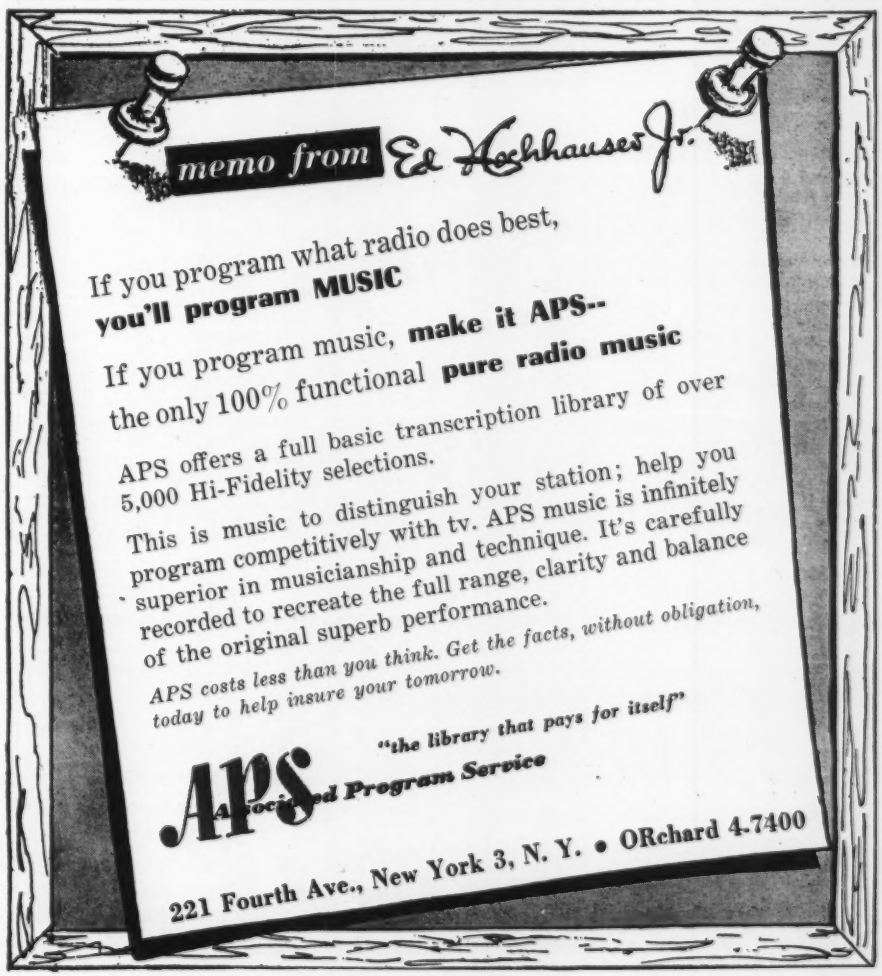
Kenneth Leslie appointed general manager and sales manager, WORC Worcester, Mass., succeeding **Kenneth M. Cooper,** general manager, resigned; **Herman M. Rosen** appointed assistant sales manager.

MR. GOLDBERG

Melvin A. Goldberg, commercial manager, WKPA New Kensington, Pa., appointed general manager, succeeding **Edwards J. Kroen,** who has become general manager, WAVL Apollo, Pa.

Cameron Mackenzie, sales promotion manager, WICC Bridgeport, Conn., appointed assistant to general manager.

Thomas T. Steensland, manager, KAUS-KMMT


memo from Ed Hochhauser Jr.
If you program what radio does best,
you'll program MUSIC
If you program music, make it APS--
the only 100% functional pure radio music
APS offers a full basic transcription library of over 5,000 Hi-Fidelity selections.
This is music to distinguish your station; help you program competitively with tv. APS music is infinitely superior in musicianship and technique. It's carefully recorded to recreate the full range, clarity and balance of the original superb performance.
APS costs less than you think. Get the facts, without obligation, today to help insure your tomorrow.
"the library that pays for itself"
APS Associated Program Service
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

(TV) Austin, Minn., to Christ Church, Austin, as diaconate, continuing broadcast activities until successor is found.

John Morrissey, formerly with WHK Cleveland, to KCBQ San Diego as assistant sales manager.

Charles W. Parker, business manager, WPAT Paterson, N. J., appointed vice president.

MR. PARKER

Elizabeth G. Swindell, business manager, *Wilson* (N. C.) *Daily Times,* elected to board of directors, Carolina Broadcasting System [WNCT (TV) Greenville, N. C.], succeeding **Herbert D. Brauff,** *Daily Times* editor and publisher, deceased.

Bob Sunderland, program dept., KTSA San Antonio, Tex., named to head newly-created merchandising and promotion dept.

John Babcock returns to Crosley Broadcasting Corp. (WLW Cincinnati) as director, newly-formed town & country div., handling development of programs, promotion and sales of Crosley activities pertaining to rural communities and small towns.

Margaret Ann Martin appointed continuity director, WERE Cleveland.

Rosalynne Turbeville, faculty head, Rosalynne Turbeville School of Dance, South Carolina chain, to WBTW (TV) Florence, S. C., as women's editor, succeeding **JoAnn Hodge,** resigned.

Stanley Burgess appointed assistant news editor, WMIX-AM-FM Mt. Vernon, Ill.

Ed Bauman, personality, WKNY-AM-TV Kingston, N. Y., has resigned and will establish public relations business at end of summer, also moving to other stations at that time.

Morton Yanow to sales dept., WCAU-AM-FM Philadelphia, as account executive; **Thomas S. Cochrane** returns to WCAU engineering dept. as junior engineer after Armed Forces service.

Don Hunter, former engineer, Western Electric Co., Indianapolis, to WFBM-TV there as account executive; **Robert Berry,** public information officer in charge of radio-tv activities, 2d Army Headquarters, and **Merritt Greene** to WFBM sales staff.

Robert F. Adams, sales staff, WABD (TV) New York, to WABC-TV there as account executive.

R. G. Reames, sales staff, Maxwell House Div., General Foods Corp., White Plains, N. Y., to KCMO Kansas City as sales representative.

Carroll Wynn, formerly with KXAR Hope, Ark., to KTAN Sherman, Tex., as salesman.

John Roberts to sales staff, WKDA Nashville, Tenn.

Charles W. Johnson, formerly with sales dept., KROW Oakland, Calif., to sales staff, KSFO San Francisco.

Kenneth E. Peterson, formerly account executive, WDGY Minneapolis to sales staff, KSTP there.

Howard Jackson, formerly with KDKA Pittsburgh, to sales dept., KFMB-TV San Diego.

Chester Lukey to sales staff, WBKB (TV) Chicago.

Aneurin Bodycombe, KDKA Pittsburgh, appointed sales representative.

Gordon Williamson, formerly operations manager, WFMY-TV Greensboro, N. C., to local sales staff, WAAM (TV) Baltimore, as account executive.

Robert L. Callahan, formerly general sales manager, National Assn. of Tv Advertisers (tv program package producer-distributor), Glen Falls, N. Y., to sales staff, WLWC (TV) Columbus, Ohio, as account executive.

Ed Burch, formerly with local sales staff, KOA-TV Denver, to local sales staff, KBTV (TV) there.

Alfred C. Booker to sales staff, WAAT (TV) Newark, N. J., as account executive.

Raymond E. Roberts, former publisher, *Colorado Wonderland* magazine, and **Virgil Cory,** formerly with *Sporting News,* St. Louis, to local sales staff, KBTV (TV) Denver, as account executives.

Al Logan, account executive for 22 years with WFBM Indianapolis, and winner of 1954 Radio Adv. Bureau national award, retires to devote fulltime to interest in Perry Manor development in that city.

Roy Starkey, formerly featured on *Jellybean Acres,* WKRC-TV Cincinnati, to WLW there emceeing *Midwestern Hayride;* **Delores Spencer, Lefty Carson** and **Robert Spencer,** "The Hayseeds" entertainers, to WLW-AM-TV on same program; **Dave Wiken** to WLW as host, *Music 'Til Dawn.*

Mildred Younger to KABC Hollywood as women's commentator, succeeding **Nancy Holme,** resigned.

Life Saver

ROGER R. HUNT, co-owner-general manager of KUBA Yuba City, Calif., last month became a local hero when he pulled to safety two teen-age girls who were being swept down the turbulent Yuba River. Mr. Hunt, who was sunbathing on the river beach with his wife, saw the two struggling girls and quickly swam out to bring them both to safety.

Rhoda Dolin, dance authority and lecturer, to *Practice Tee* program, WNBK Cleveland.

Gerry Bottorff, formerly with WHAS Louisville, Ky., to WEEI Boston during vacation season handling announcing and producing duties.

Herb Ashford, newsman, WLAC Nashville, Tenn., to WCKY Cincinnati as morning news reporter, succeeding **Fred Holt.**

Charles Fuller, newscaster, WMAL-AM-TV Washington, to news staff, WFLA-TV Tampa, Fla.

Bill Nickum, formerly announcer-disc m.c., WTHI Terre Haute, Ind., to WISH Indianapolis as announcer-newscaster; **Charles Powell,** formerly with WTTV (TV) Bloomington, Ind., to WISH-TV as announcer-newscaster.

Tom Rummler, WCRE Cheraw, S. C., to announcing staff, WIST Charlotte, N. C., succeeding **Steve Morris,** resigned.

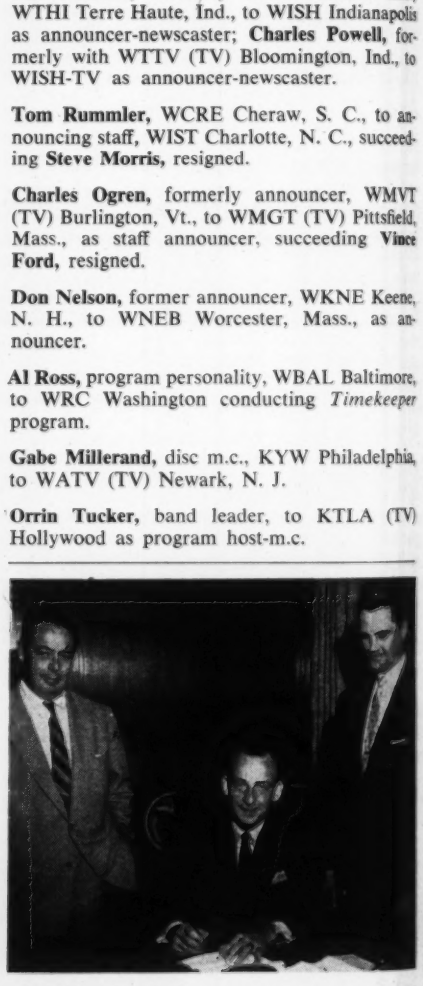
Charles Ogren, formerly announcer, WMVT (TV) Burlington, Vt., to WMGT (TV) Pittsfield, Mass., as staff announcer, succeeding **Vince Ford,** resigned.

Don Nelson, former announcer, WKNE Keene, N. H., to WNEB Worcester, Mass., as announcer.

Al Ross, program personality, WBAL Baltimore, to WRC Washington conducting *Timekeeper* program.

Gabe Millerand, disc m.c., KYW Philadelphia, to WATV (TV) Newark, N. J.

Orrin Tucker, band leader, to KTLA (TV) Hollywood as program host-m.c.



WORTH KRAMER, general manager of WJRT (TV) Flint, Mich., and WJR Detroit, signs the contract whereby Harrington, Righter & Parsons Inc. becomes national sales representative for WJRT. John E. Harrington Jr. (l), president of the representative firm, and A. Donovan Faust, operations manager of WJRT, look on.

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats All Other Stations Combined Twelve Times!
• Beats Indie Station A Twelve Times!
BILL PIERCE...SCRANTON'S TOP SALESMAN FOR 25 YEARS
...Ask Meeker...
WQAN
SCRANTON, PA.
*November '54

Jim Lyons, WRAW Reading, Pa., to weekend announcing staff, KYW Philadelphia.

John Douglas, personality, WMBR-TV Jacksonville, Fla., to announcing staff, affiliated WTOP-AM-FM-TV Washington.

Eddie Dunn Jr. to announcing staff, WFAA Dallas, Tex.

Michael D'Angelo Jr., former news director, WMGW-AM-FM Meadville, Pa., to radio section, Public Information Office, Ft. Benning, Ga.

Paul Dyer to engineering dept., and **Charles Masini** to tv studio engineering staff, WNHC-TV New Haven, Conn.

Ralph (Red) Rowe, host-m.c., Columbia Tv Pacific Network *Panorama Pacific,* signs four-year exclusive-services contract with KNXT (TV) Hollywood, said to be first in station's history.

Maggie Lynn, former network performer, to WBAL-TV Baltimore as weathergirl.

Don Kent signed by WBZ-TV Boston for 31 weekly weather forecasts.

Mary Wight, formerly with McCampbell Adv., Glasgow, Scotland, to KOWL Santa Monica, Calif., as executive secretary to vice president and general manager.

Kay Partch to promotion dept., KEX Portland, Ore., as secretary and publicity writer, succeeding **Jean Mauro,** resigned.

James C. Leake, executive vice president, Griffin Radio & Tv [Tulsa Broadcasting Co.: KTVX (TV) Muskogee, Okla.; KTUL Tulsa; KFPW Ft. Smith, Ark.; KATV (TV) Pine Bluff, Ark.; KOMA Oklahoma City; half-ownership, KWTV (TV) Oklahoma City], elected president, Muskogee Chamber of Commerce.

Jules Dundes, general manager, KCBS San Francisco, named to board of directors, Better Business Bureau of S. F. Inc., and chairman, radio-tv media committee.

Hugh A. Smith, vice president and general manager, KXA Seattle, named "prime minister," 1955 Seattle Seafair water festival.

Leonard J. Patricelli, program manager, WTIC Hartford, Conn., elected to board of trustees, Wesleyan U.; **Bob Tyrol,** WTIC announcer, named "Voice of Connecticut" for Civil Defense and will be only voice heard in state over Conelrad in event of air raid or attack.

William M. Savitt, president, WCCC Hartford, Conn., and Savitt Jewelers Inc., Hartford, elected chairman, retail trade board Hartford Chamber of Commerce.

Gilbert W. Kingsbury, public relations vice president, Crosley Broadcasting Corp., Cincinnati, named to committee for White House conference on education.

Herbert Morrison, operations director and part owner, WPAC Patchogue, N. Y., and Lila Rosen were married July 3.

Robert E. Clampett, producer, KTTV (TV) Hollywood, and Ann Stone were married June 25.

Murray Weisman, publicist, KABC-TV Hollywood, and **Gracia Leopold,** receptionist, KTTV (TV) there, were married June 17.

Toke Nelson, sales promotion director, KMA Shenandoah, Iowa, father of girl, Jennifer Jean, June 13.

Joe McCauley, disc m.c., WIP Phildelphia, father of boy, Jimmy, June 12.

A. Richard Robertson, promotion manager, KSL-AM-TV Salt Lake City, father of boy.

Peter Martin, personality, KXOK St. Louis, father of twin daughters.

Bud Brees, disc m.c., WPEN Philadelphia, father of girl, Robin Lyn.

KBTV (TV) Denver on July 2 originated the first live telecast from the Opera Festival at Central City, Colo., 8,500 high in the Rockies. It was thought originally the fete could not be accomplished, but KBTV, on ch. 9, found a peak half-way between the two cities where a microwave relay could be set up. A helicopter had to be used to fly in the equipment under the supervision of Joe Herold, general manager. KBTV originated three half-hour telecasts, sponsored by the Denver National Bank.

REPRESENTATIVE PEOPLE

Robert S. Alexander, formerly with Headley-Reed Co., N. Y., to tv sales staff, Avery-Knodel Inc., Chicago.

Alan Bress, formerly with KCEN-TV Temple, Tex., to Stars National Inc., N. Y., as account executive.

Don't forget to reserve your space in the TELECASTING YEARBOOK & MARKETBOOK today.

Proof deadline: July 15.
Final deadline: July 25.
Publication date: Mid-August.
15,000 run.

— PROGRAM SERVICES —

Clark Elected President Of Am-Par Record Corp.

IN ELECTIONS of officers of Am-Par Record Corp., New York, newly-formed phonograph record subsidiary of American Broadcasting-Paramount Theatres Inc., Samuel H. Clark, vice president and general manager of Cadence Records, last week was elected president of Am-Par.

Other officers are: Harry Levine, head of the Artists' Booking Bureau of the Paramount theatre chain, vice president; Simon B. Siegal, treasurer of AB-PT, treasurer; Harry J. Wright, also in the financial department of the parent company, assistant treasurer, and Edith Schaeffer, secretary.

Directors of the new company, along with Messrs. Siegal, Clark and Levine, are Leonard H. Goldenson, AB-PT president, and Robert H. O'Brien, financial vice president, AB-PT.

McCabe Heads UP Divisions

PROMOTION of Fred A. McCabe, manager of the southwest division of United Press, to the newly-created post of superintendent of divisions, was announced last week by Frank H. Bartholomew, UP president. Mr. McCabe, who will headquarter in Dallas, will remain in charge of the southwest division.

In his new assignment, Mr. McCabe will have general field supervision of all domestic divisions.

Mr. McCabe has been with UP since 1936 when he joined the Cleveland bureau. He was once promotion manager in New York and business representative in the Pacific Northwest. Mr. McCabe was appointed manager of the southwest division in October 1946.

KTVH WINS In Wichita-Hutchinson Area

(April 1955 Pulse)

15 out of 15 top programs!

Let top-flight day and night CBS shows and strong, high-interest local programming help sell your product.

Put **"WINDY"** on your payroll, too!

KTVH
HUTCHINSON

VHF 240,000 WATTS — CBS BASIC—DUMONT — CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

100 Theatres Plan Title Bout

MORE than 100 theatres across the country are expected to carry the closed-circuit telecast of the Rocky Marciano-Archie Moore heavyweight championship bout at Madison Square Garden in New York Sept. 20, it was announced last week by Nathan L. Halpern, president of Theatre Network Television Inc. The record high for a closed-circuit telecast is 83 theatres, set for the Marciano-Cockell bout last May, according to Mr. Halpern.

Liberace Goes North

SALE of Liberace's radio show to 35 stations in Canada has been announced by Edward Grossman, director of radio department, Guild Films, New York, packager of series. The Canadian stations have contracted for the show on a 52-week basis. Series will now be carried by more than 250 outlets. Recently the program has also been sold in Richmond, Va., Bellingham, Wash., Bloomsburg and Hazleton, Pa., Alaska, Guam, and on Radio Luxemburg.

Minnesotans Oppose Fee-Tv

SEVEN out of ten Minnesota tv set owners are opposed to pay tv, the *Minneapolis Tribune*'s Minnesota Poll has discovered. The poll indicated only 22% favored some form of subscription tv, while 72% opposed. Opposition ranged from 70% for city and town people to 83% by farm people. Among college-educated Minnesotans, 61% opposed pay-as-you-see tv and 30% favored it.

PROGRAM SERVICE SHORTS

Burr Tillstrom, creator, *Kukla, Fran & Ollie,* has recorded his adaptation of James Thurber's "Many Moons" in special album for Decca Records, to be released just prior to Christmas holiday season. Other side of long-playing disc features *Kukla, Fran & Ollie* and Fran Allison with Christmas songs and hymns.

McLean Breaded Shrimp, through Bozell & Jacobs Inc., Seattle, names Maurice Hart Productions, Hollywood, to create one 60-second and one 30-second radio singing jingle; **Tastee Freez Corp. of America** (frozen desert), Chicago, through Dreyfuss Co., Hollywood, names Hart to create 20-second animated singing commercial.

PROGRAM SERVICE PEOPLE

Ted Persons, formerly eastern advertising manager, *Recordlands* magazine, to Karl Landt Radio & Tv (musical commercial productions), N. Y., as publicity, promotion and sales director.

GE REORGANIZES NATL. TV SALES FORCE

Firm cites key appointments as move to counteract tougher competition, more complicated business conditions in tv.

GENERAL ELECTRIC will counteract "tougher competition and more complicated business conditions" in the tv broadcast field by reorganizing its national sales force, the company said Wednesday.

New positions will be created and assigned sales territories accordingly changed, Albert F. Wild, manager of sales at GE's broadcast equipment product department at Syracuse, N. Y., said.

The field "is a fluctuating business with periodic peaks and valleys," Mr. Wild said and "right now the industry is between peaks." GE's reorganization, according to Mr. Wild, will mean an increased sales effort against the background of a "bright future" promised by "the advent of color television and automatically operated television stations."

The new appointments included:

John Wall, a district sales manager for broadcast equipment, who is elevated to northeast regional sales manager with headquarters in Cincinnati. He has been with GE since 1928.

Charles T. Haist, district sales manager for broadcast equipment on the West Coast, who now becomes western regional sales manager with his office in San Francisco. He has been with GE since 1946.

Vernon H. Russell, formerly with Allen B. DuMont Labs and in his first year with GE, becomes district sales manager for the northwest with headquarters at Seattle. In the Virginia-Maryland area, Lewis F. Page, with his office at Washington, D. C., becomes a district sales manager. He formerly was a special representative for GE for broadcast equipment in Washington, and has been with the company since 1947. Earl H. Platt, with GE since 1948 and most recently a member of the Syracuse broadcast equipment headquarters staff, has been named district sales manager of the Kentucky-West Virginia area.

Mr. Wild emphasized that business has shifted to modernization of existing stations' facilities as compared to previous stress on selling tv broadcasting equipment before stations went on the air. He noted also that the bulk of new station business now is in smaller markets and that this alone requires more sales coverage and effort.

ALBERT F. WILD (r), GE broadcast equipment product dept. manager, extends congratulations to John Wall (l) and Charles T. Haist upon their new appointments as regional sales managers for GE's northeast and western districts, respectively.

GE Appoints Berry, Weeks To Electronic Tube Posts

ROY E. BERRY, associated with the General Electric Co. in various engineering and commercial capacities since 1947, has been appointed district sales manager in the central region of the equipment sales organization of GE, with responsibility for electronic tube sales to radio and tv manufacturers and to other manufacturers associated with the electronics industry.

In another shift in GE electronic tube sales, Frank A. Weeks Jr., distributor salesman of the tube department of General Electric Co., Schenectady, N. Y., has been appointed sales manager of the company's newly created electronic tube sales district, covering most of Indiana and part of Kentucky.

Pacific Mercury Tv Sticks To Experimental Color Tv

A LARGE PART of the experimental program of Pacific Mercury Tv Mfg. Corp., Van Nuys, Calif., is being devoted to color tv set production, but "until such time as sets can be constructed at prices assuring ready customer acceptance, we intend to continue our present policy of . . . confining our color construction to experimental purposes," President Joe Benaron informed stockholders in the firm's annual report issued last week.

Noting that while some progress had been made toward lowering color tv set construction costs, he said overall costs are still too high to permit entry into the field.

He also noted a familiar pattern among western tv set manufacturers of lowered dollar sales volume, but increased profits. Net sales for the fiscal year ended March 31 was declared to be over $12 million, from the nearly $14 million in the previous like period. However, net income after taxes rose to over $225,000 from the nearly $200,000 the previous year.

RETMA Asks FTC to Postpone New Rules to End of Year

POSTPONEMENT of the new trade practice rules for the radio-tv set manufacturing industry, published by the Federal Trade Commission a fortnight ago [B•T, July 4], was requested last Thursday by the Radio-Electronics-Tv Mfrs. Assn.

RETMA asks that the effective date of the 32 rules be put off until Dec. 28. At present the rules are to become law July 28, with the exception of three which are to become effective Dec. 28.

Addressing the association's feeling to FTC

INDISPENSABLE for Radio & TV Stations!

STANDARD **Sound Effects Library**

Over 1000 effects recorded from life. Special "Basic" selection of 25 of the most needed discs, available at package price

Send for FREE Catalog

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto.
New York: Charles Michelson., Inc.
45 W. 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Chairman Edward F. Howrey, Glen McDaniel, RETMA general counsel, said, "We think that certain rules will cause such confusion and uncertainty that they may lead to more misunderstanding and deception than would exist without such rules."

He cited six rules in particular the association objected to during public hearings at the time the code was proposed:

Misrepresentation of cabinet composition; deception as to size of picture; deception as to being "new"; deception as to identity of manufacturer when products are repaired, reconditioned or rebuilt by other than the original manufacturer; use of lottery, and prohibited discrimination.

Tube Sales Running Well Ahead of 1954

A MILLION more tv picture tubes and 51 million more receiving tubes were sold by radio-tv tube manufacturers in the first five months of 1955 than for the same period in 1954, Radio-Electronics-Tv Mfrs. Assn. reported last week.

However, manufacturers' sales of cathode ray and receiving tubes experienced their usual seasonal decline in May from April's level, RETMA explained.

Picture tube sales from January through May totaled 4,207,129 valued at $81,649,060, compared with 3,275,301 tubes valued at $69,052,136 for the same period in 1954.

Receiving tube sales for the first five months of this year totaled 185,682,583 valued at $137,421,579 compared with 134,677,745 tubes valued at $99,025,891 sold in the same 1954 period.

Table of picture and receiving tube sales for the first five months of this year were as follows:

	Picture Tubes Units	$ Value
Jan.	866,956	17,661,018
Feb.	859,529	17,119,568
March (5 wk.)	913,003	17,625,881
April	788,317	14,620,075
May	779,324	14,572,518
TOTAL	4,207,129	$81,649,060

	Receiving Tubes Units	$ Value
Jan.	37,949,762	26,877,457
Feb.	38,526,796	28,107,186
March (5 wk.)	40,859,562	29,742,529
April	35,426,153	26,779,586
May	32,920,310	25,914,821
TOTAL	185,682,583	$137,421,579

"I'll take the advice of KRIZ Phoenix today and try your scrambled brains."

'55 Electronics Output Expected Near '53 Record

PRODUCTION of electronic products in 1955 is expected to reach $6.2 billion, slightly less than the 1953 record of $6.3 billion, according to a mid-year survey conducted among 25 industries by the Dept. of Commerce Business and Defense Services Administration. Production in 1954 was $5.8 billion.

The number of black-and-white tv receivers produced in the first half of this year reached a near-record mark of 3.75 million units, the survey shows, with total value of factory production expected to exceed $1 billion in spite of a decline in average unit price.

The report, prepared by the administration's Electronics Div., indicates that total factory sales of color tv receivers in 1955 will reach at least $15 million and that a substantial increase in production will take place in 1956.

Production of radio receivers continues at a high level, the survey notes.

Radio-Tv Set Sales in May Increase Over April Levels

RETAIL sales of radio and tv receivers during May moved above April levels, the Radio-Electronics-Tv Mfrs. Assn. announced today (Monday). Same upward climb for both products held true for the first five months of 1955 compared with the same period in 1954, RETMA said.

In May, 398,449 radios were sold, compared with 367,841 in April. For the five 1955 months, 2,007,631 radios were sold, compared with 1,873,399 for the comparable 1954 period.

There were 416,908 tv receivers sold through retail outlets in May, compared with 411,748 in April. For the five 1955 months, 2,772,648 tv sets were sold, compared with 2,453,875 for the same period in 1954.

DuMont Builds L. A. Plant

NEW electronics center for Allen B. DuMont Labs is under construction in Los Angeles to handle the company's increased electronic activity on the West Coast, Dr. Allen B. DuMont, president, announced last week. The building, at 11800 W. Olympic Blvd., will have approximately 30,000 square feet of floor space and will have a railroad siding and parking facilities. Dr. DuMont said occupancy is scheduled for October. Ralph B. Austrian, DuMont's west coast manager, will headquarter in the new building.

Volume Control Device Offered

DEVICE to permit those with a hearing loss to enjoy radio without disturbing others, through use of a tiny, inexpensive adaptor, has been announced by Zenith Radio Corp. William N. Brown, manager of the company's hearing aid division, pointed out that the hard-of-hearing person can obtain the extra volume he needs by using the radio adaptor with an individual headphone set, or if he uses a hearing aid, by plugging a special cord directly into the air or bone conduction receiver of the hearing aid. Suggested retail price: $2.50.

Tarzian, Camera Vision Sign

SARKES TARZIAN Inc. will manufacture all electronic equipment to be used in the Camera Vision electronic-and-film camera system [B•T, May 2, *et seq.*], according to an agreement reached between Camera Vision Productions Inc., Hollywood, and the Bloomington, Ind., tv equipment maker. Philip Rivero and Arthur S. Lyons are co-owners of Camera Vision.

MANUFACTURING PEOPLE

Robert E. Kessler, manager, communications products div., Allen B. DuMont Labs, Clifton, N. J., appointed general manufacturing manager, technical products div.; **G. Robert Mezger,** assistant manager, instrument div., named general sales manager, technical products div.

James J. McDonald, sales manager, N. Y. branch electrical products div., Minnesota Mining & Mfg. Co., St. Paul, Minn., appointed sales manager, electrical products, maintenance and contractor trades; **Albert J. Forss,** assistant industrial trades sales manager, named sales manager, electrical products, industrial trades.

Norfleet Callicott, former manager, Hoffman Sales Corp. of Missouri, appointed eastern divisional sales manager, Hoffman Radio Div., Hoffman Electronics Corp., L. A.; **Warren H. Rymer,** former manager, Hoffman Sales of St. Louis, named district manager covering Mich., Ohio, Ill., Kan., west Tenn., north Miss.; **John L. Evans** named district manager for Iowa, Wis., N. D., S. D., Minn., north Neb.; **Joseph F. McFarland,** former Hoffman salesman, Mayflower Sales Co., Kansas City, appointed manager, Hoffman Sales of St. Louis.

Donald Grey Wilson, chairman and professor, electrical engineering dept., U. of Kansas, appointed assistant research director, Stromberg-Carlson Co., Rochester, N. Y.

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

NOW ¼ MILLION PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this rich 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

CBS FOR THE

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS

NBC-TV ANNOUNCES 'GREATEST SEASON' WITH 75 SPECTACULARS AND SPECIALS

McAvity says NBC-TV will have five times as many 'mammoth' programs as those of any other network during 1955-56.

NBC-TV, in heralding "the greatest season in the history of any network," will program 75 "one-shot" productions and spectaculars in the 1955-56 period, thus moving further along the path of high-budget shows, featuring top-flight talent.

The array of talent, caliber of shows and diversification of enterainment was chronicled in a statement last week by Thomas A. McAvity, vice president in charge of NBC-TV, who described the upcoming season as the "greatest" and claimed NBC-TV was scheduling at least five times as many "mammoth" productions "as those announced by any other network."

Included in the NBC-TV "sights" for 1955-56 are as many as 39 color spectaculars (90-minute shows), eight Maurice Evans productions on *Hallmark Hall of Fame*, six operas, three or four holiday "spectacles" and plans for 20 or 30 "telementary productions" (semi-documentaries).

Presentations will run the gamut in entertainment: original musicals, operettas, motion pictures, contemporary and classical dramas, telementaries, historical dramas, operas and ballet. Among top performers from stage, tv, screen and concert stage scheduled to appear on the network: Mr. Evans, Mary Martin, Frank Sinatra, Helen Hayes, Maurice Chevalier, George Abbott, Patrice Munsel, Rex Harrison, Eva LeGallienne and the Sadler's Wells Ballet Company.

Top directors and producers for the NBC-TV shows will include Sol Hurok, Max Liebman, Fred Coe, Samuel Chotzinoff and Mr. Evans.

Ambitious productions include *Our Town, The Skin of Our Teeth, Alice in Wonderland, Richard III, Amahl and the Night Visitors, Sleeping Beauty*, a repeat of *Peter Pan, Madame Butterfly, Babes in Toyland* and *The Devil's Disciple*. In addition, the network will present the premiere of two American operas, *Griffelkin* and *La Grande Breteche*. A production of *The Magic Flute* is scheduled to be presented on the 200th anniversary of the birth of Mozart.

More of the so-called telementaries are slated. Among them: *1976*, a live, one-hour program (on Oct. 9) on how life in the U. S. will be 299 years after the American revolution; more of the *Wide Wide World* type of telecast which was first presented June 27; the program, *Meeting at the Summit*, set for July 17 (8-9 p.m. EDT) that will explore the Big Four meeting in Geneva; *Nightmare in Red*, an hour-long history of the rise of communism in Russia, for telecast in the fall [AT DEADLINE, June 13].

Still others: *Young India*, a 90-minute color film now being made, featuring Chester Bowles, former U. S. ambassador to India, assaying the country's future; *The Rise and Fall of a Dictator*, a history of Adolph Hitler depicted on impounded German film; *Austria*, an hour-long history of that country to be scheduled with the re-opening of the Vienna State Opera next November; a documentary on Russia, showing life within that country, and a repeat telecast of *Three, Two, One—Zero* on nuclear energy and its world significance. Series in the planning stage will include a 60-minute program on total mobilization; two one-hour features on juvenile delinquency and another on desegregation in the public schools.

The fall single-show schedule starts Sept. 11 with the Thornton Wilder, Pulitizer prize-winning play, *Skin of Our Teeth*, to be shown in color.

Saturday evening *Max Liebman Presents*, 90-minute color shows, again will be sponsored by Oldsmobile Division of General Motors; Sunday evening *Color Spread* spectaculars will be sponsored by different advertisers, and the Monday night *Producers' Showcase* spectaculars will again be co-sponsored by Ford Motor Co. and RCA, according to NBC-TV's schedule.

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

Special Big Four Programs To Be Presented by NBC-TV

IN PREPARATION for the Big Four meeting in Geneva July 18, NBC-TV will present a special "telementary" entitled "Meeting at the Summit" next Sunday (8-9 p.m. EDT) in the time period ordinarily occupied by *Colgate-Palmolive Variety Hour*, which will be preempted for that evening [AT DEADLINE, June 13].

The special program, available for sponsorship, is designed to show "what makes an international conference tick" and will include filmed segments featuring interviews with various international figures. It also will show the living quarters to be used by President Eisenhower, Soviet Premier Nikolai Bulganin, British Prime Minister Anthony Eden and French Premier Edgar Faure. Efforts are being made in Moscow to obtain film interviews with Mr. Bulganin and Communist Party leader Nikita Khrushchev.

Another tv show, "A Special Report on the Big Four," will be aired July 24 (5-5:30 p.m. EDT) on NBC-TV and will feature five news commentators' analyses of the Geneva Conference which then will have been in progress. A special program, "Geneva—Pendulum of Peace," will be presented on NBC Radio on July 19 at 9-9:55 p.m. EDT, replacing for that week only the regularly-scheduled *Biographies in Sound*.

Last Wednesday, William R. McAndrew, director of NBC news, sailed for Europe to direct the network's radio and tv news coverage of the Big Four Meeting.

CBS-TV Makes Two Series Available for Private Use

DISTRIBUTION agreement between CBS-TV and Young America Films Inc., New York, was reached last week making available *You Are There* and the *The Search* for private showings by schools, libraries, community, religious, business and civic groups, J. L. Van Volkenburg, CBS-TV president, said Thursday.

The distribution rights granted by the network to Young America Films are for non-theatrical and non-broadcast use of 39 *You Are There* programs and the entire 27 episodes in *The Search* series.

N. Y. Seeks New Grip On Tv Production

RENEWED efforts to maintain New York as a major tv production center were announced last week when CBS-TV and NBC-TV confirmed that Gov. Averell Harriman of New York and Robert Moses, New York City construction coordinator, had conferred with top network officials on the subject.

Gov. Harriman reportedly urged CBS-TV and NBC-TV to consider establishing large, permanent plants in New York as they have done in Hollywood. He pledged the cooperation of his office to enable television networks to effect economies by centralizing their operations and said they could count on help from the New York City administration. The meeting, held May 31, was attended by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC; Sylvester L. Weaver Jr., NBC president; Joseph V. Heffernan, NBC financial vice president; William S. Paley, CBS board chairman, and Daniel T. O'Shea, CBS vice president.

The discussion was said to be "very preliminary," with various suggestions offered by Gov. Harriman and Mr. Moses, including the possibility of a huge television center in which all the networks would participate. Mr. Moses noted one possible site for such a center might be at the Deepdale golf course at Great Neck, Long Island.

For several years, New York City officials have held various talks with network officials with a view toward curbing the movement to Hollywood by networks and other television production organizations.

It was said that Gov. Harriman invited only NBC-TV and CBS-TV to the meeting because he felt that if the two major networks agreed to cooperate, ABC-TV and DuMont would follow suit. It was reported that both NBC-TV and CBS-TV would take the governor's proposals under consideration. NBC-TV, at least, reportedly is not inclined toward such a joint venture if all networks do not cooperate.

ADVERTISING, PROMOTION STAFF EXPANDED BY ABC

Eckstein, Fields and Seton promoted. Three added to department with other appointments to be announced soon.

EXPANSION of ABC's advertising, promotion and publicity services and staff in New York and Hollywood, was announced last week by Gene Accas, ABC director of advertising, promotion and publicity [CLOSED CIRCUIT, July 4].

Those promoted to newly-created positions are John H. Eckstein, supervisor of advertising and promotion for the network's WABC-AM-TV New York, to assistant to the director of advertising, promotion and publicity for ABC; Jack Fields, exploitation writer, to chief of the newly-formed exploitation unit; Adolph L. (Al) Seton, trade news editor, to assistant to manager of publicity.

New personnel joining the department in New York are Milton Mohr, a member of ABC's new exploitation unit; James F. X. Mullen, a copy writer in the advertising and promotion department, and Richard E. Richman, a member of the exploitation unit. Additions to the staff in Hollywood, as well as others in New York, will be announced shortly, according to Mr. Accas.

Mr. Eckstein joined ABC as a promotion writer in July 1953 and was advanced to supervisor of advertising and promotion for WABC-AM-TV in January 1955. He formerly was associated with Time Inc. and National Screen Service Corp.

MR. ECKSTEIN

MR. SETON

Mr. Fields has been with ABC since 1953. Previously, he had been with John Irving Fields Assoc., servicing radio and television shows and personalities and specializing in exploitation, publicity and promotion.

Mr. Seton, who joined the network in May 1953 upon his release from the U. S. Navy, was promoted to trade news editor in November 1953.

1,000,000 WATTS
1st in Power and Coverage
WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

It's Greet to Me

CBS RADIO sports reporters and newsmen who are puzzled about pronunciation of such names as Ted Kluszewski, Ed Cereghino and Mike Fornieles have a helpmate in need in Prof. Cabell Greet, CBS speech consultant. With the help of John Derr, CBS director of sports, Prof. Greet has compiled a new list of recommended pronunciations of names of major league baseball players. Prof. Greet notes the pronunciation of the name Cereghino, New York Yankees pitcher, is "suhr-eh-gee'-no," adding the "first syllable is pronounced like the word 'sir,' rhyming with 'fur' and 'John Derr'."

Ex-KRCA (TV) Commentator Sues NBC-TV for $3 Million

TWO suits, seeking a total of $3 million from NBC-TV, were filed in Los Angeles Federal District and Superior courts by George Todt, former KRCA (TV) Hollywood news commentator.

Mr. Todt, whose program was terminated by the NBC o&o station, charged that his discharge was the result of a statement on his Sept. 5, 1954 telecast that, "The United Nations charter was inspired, in part, by the traitor Alger Hiss and should not have supremacy over the Constitution of the United States." The "eastern management" of NBC-TV discharged him on the following day and as a result, his contract with the advertising agency handling the account was terminated, he contends.

The commentator is seeking $600,000 in the federal suit and $2.4 million in the Superior Court suit. He charges that the material for the Sept. 5 telecast was submitted to and approved by KRCA personnel before the program.

CBS Adds Two Canadian Tvs

SIGNING of CJON-TV St. John's, Newfoundland, and CKVR-TV Barrie, Ont., as secondary affiliates of CBS-TV, was announced last week by Herbert V. Akerberg, network's vice president in charge of station relations. The affiliations become effective Aug. 1 and Sept. 15, respectively.

CJON-TV, ch. 2 outlet, and CKVR-TV, on ch. 3, are both represented by Canadian Broadcasting Corp., Toronto. Commercial manager of CBC is Walter Powell.

NBC Names Bengtson

APPOINTMENT of C. Allan Bengtson as station contact representative for NBC was announced last week by Donald J. Mercer, director of station relations for the network. Mr. Bengtson moves to his new assignment from the New York State Electric & Gas Corp., Binghamton, N. Y., where he has been executive assistant to the vice president in charge of advertising, sales promotion and publicity. He was formerly general manager of WINR Binghamton, NBC affiliate there.

NBC Switches Mueller

NBC news correspondent Merrill (Red) Mueller was appointed last week as Mediterranean director of NBC news with headquarters in Rome. He replaces Jack Begon and assumes responsibility over a territory that includes Italy, Austria, Yugoslavia, Greece, Turkey, Israel, Spain, Portugal and part of Africa.

Martin Leaves DuMont; Koblenzek Succeeds

GERRY MARTIN, director of sales, DuMont Television Network, has resigned effective July 17, it was announced last week. He has been director of sales since July 1953. His future plans have not yet been announced.

Mr. Martin's duties will be assumed by William Koblenzek, manager of network sales.

Prior to his DuMont association Mr. Martin was at Lennen & Newell, as vice president and executive contact on the P. Lorillard account. He previously had been with Duane Jones Co. as vice president in charge of radio-tv and William Esty Co. as business manager of the radio department, radio producer and finally assistant director in the tv department.

Before entering the agency field Mr. Martin was with NBC on the promotion and publicity staff as manager of guest relations and successively on the local, spot and network sales staffs.

'Four-Poster' for 'Showcase'

PLAN to present "Four-Poster" in a 90-minute version of the original Broadway play on NBC-TV's *Producers Showcase* July 25 has been announced. Telecast will star Jessica Tandy and Hume Cronyn, who also played the lead roles on stage. Mr. Cronyn will stage and produce.

NETWORK SHORTS

Keystone Broadcasting System has added eight new affiliates bringing total to 849: KWMA Holbrook, Ariz.; WMEN Tallahassee, Fla.; WAAG Adel, Ga.; WFIW Fairfield, Ill.; KMRC Morgan City, La.; KBTK Missoula, Mont.; KVIN Vinita, Okla.; WAKN Aiken, S. C.

Let Marie do it!

Marie Suffel can sell your product as fast as she pops an appetizing meal into the oven, with admiring eyes of over a hundred thousand watching her every move! Buy Time NOW on

CHANNEL 10 KITCHEN
featuring
THE GULF COAST'S MOST FAMOUS COOK
Monday Through Friday
(LIMITED PARTICIPATING SPONSORSHIP)

CHANNEL 10
WALA-TV
Now 316,000 Watts
MOBILE'S ONLY TELEVISION STATION
PAPE TELEVISION COMPANY, INC.
Affiliated with Wala Radio, Mobile, Ala.
Ask Your Headley-Reed Man For Market Information and Availabilities.

INTERNATIONAL

East Canada Broadcasters Seek Lift of Liquor Ad Ban

CANADIAN broadcasters of the four Atlantic coast provinces at their mid-June annual convention [B•T, July 4] decided to approach their local provincial governments to review liquor legislation. No advertising of beer, wine or liquor is now allowed in these provinces.

The Atlantic Assn. of Broadcasters also backed the stand of the Canadian Assn. of Radio & Television Broadcasters for a change in government policy to allow competitive television in major Canadian markets [B•T, July 27].

Film Footage Tax Replaces 10% Sales Tax on Production

CANADIAN advertisers using film commercials on Canadian tv stations will be able to buy more films with the same budgets as a result of a tax revision made by the Canadian government on production of commercial films, both 16mm and 35mm. Where formerly the 10% Canadian sales tax was charged on the production costs of a film, under the revision, which went into effect July 1, a straight 9½ cent footage tax is charged. Thus on a 1,000 ft. film the tax is now $9.50, irrespective of cost of production. The 10% sales tax will still apply on the cost of additional prints.

Effect of the tax revision will mean more Canadian film production, which previously had been done in the U. S.

Schwerin Tv Testing System To Be Established in England

THE TV program and commercial testing system used by the Schwerin Research Corp., New York, will be extended to England, where commercial tv will get underway in the fall, Horace Schwerin, president, announced last week. Mr. Schwerin said the firm's British service will be headed by Eric Boden, who has had 20 years experience in broadcasting in England, Ireland, and the U. S.

Temporary offices for Schwerin in London are at 1 Old Burlington St., London W. 1. The company will relocate at Television House when it is completed, Mr. Schwerin said.

Work has already begun on the training of a staff and on the first test sessions, Mr. Schwerin reported. The research executive expects to visit England in July to meet with advertisers and agencies.

The general testing pattern in England will be the same as the U. S. and Canada.

Thomson Transfers Stations

CHANGE in ownership of three Northern Broadcasting Co. stations has been approved by the Canadian Broadcasting Corp. at its board meeting in Ottawa on June 24. The stations, CKGB Timmins, CFCH North Bay and CJKL Kirkland Lake, all owned by Roy H. Thomson, Toronto, have been turned over to his three children, one station to each. New owners are: CJKL, Mrs. Irma Jacqueline Elliott; CKGB Timmins, Kenneth Thomson, president of the Thomson Co., newspaper chain, and CFCH North Bay, Mrs. Phyllis Audrey Campbell.

INTERNATIONAL SHORTS

Radio Surtidora, Mexico City, Mex., has been appointed exclusive Mexican distributor of hi-fi components and packaged merchandise of Pilot Radio Corp., Long Island City, N. Y.

Assn. Screen News Ltd., Toronto, is producing series of films on Canadian Army activities to be shown on Canadian tv stations this fall under auspices of Canadian Dept. of National Defense.

INTERNATIONAL PEOPLE

Wib A. Perry, radio director, Leo Burnett of Canada Ltd., Toronto, to Robert Otto & Co. (Canada) Ltd., Toronto, as vice president and general manager, succeeding **Gordon Ferris,** now president, Radio Representatives Ltd., Toronto.

Charles Jennings, program director, Canadian Broadcasting Corp., appointed assistant controller of broadcasting, headquartering in Ottawa.

Bob Lewis, CJON St. John's, Nfld., appointed producer; **Bill Jamieson,** formerly with CJAD Montreal, and **James Regan,** formerly with CFAB Windsor, N. S., to CJON as announcers.

Color in Britain

BRITAIN reportedly will begin experimental broadcasts of color tv this fall. Informed sources say the BBC will conduct live tests of still and action material from its transmitters at Alexandria Place north of London. Several systems are to be tested. BBC hopes to begin regular transmission of color tv in 1958.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name title/position

company name

address

city zone state

AWARDS

LESLIE F. MUTER (l), president of the Muter Co., Chicago (radio-tv components manufacturer), is presented the 1955 RETMA Medal of Honor by Max F. Balcom, director-consultant for Sylvania Electric Products Corp., New York, and former chairman of the RETMA board of directors. The award was presented June 16 at the Industry Banquet of the 31st annual RETMA convention in Chicago [B•T June 20].

AWARD SHORTS

John C. Mullins, president, KBTV (TV) Denver, presented distinguished service award for outstanding service to United Cerebral Palsy Foundation.

B. B. Bauer, vice president and research director, Shure Bros. Inc. (microphones, acoustic devices), Chicago, presented first Professional Group on Audio achievement award during spring national convention of Institute of Radio Engineers for outstanding contributions to audio technology documented by papers in IRE publications.

WSTV-AM-TV Steubenville, Ohio, presented award from Steubenville Junior Chamber of Commerce for cooperation in promoting Jaycee civic and social programs.

WLIB New York presented award from Urban League of Greater New York for public service to community.

Kenneth Aitken, president and general manager, KTKR Taft, Calif., and **Robert Bann,** program director, KWSO Wasco, Calif., honored by Kern County (Calif.) Board of Trade for major contributions to growth, progress and development of county.

WNYC New York given citation June 26, 10th anniversary of signing of United Nations Charter, by American Assn. for United Nations for station's "meritorius service in advancing scope and aims of United Nations, and serving as vital link in promotion of international understanding."

Eleanor Hempel, hostess, KTTV (TV) Hollywood *Little School House,* presented award from League of Crippled Children for contribution to youth, at National Toy Show, L. A., last week.

WDRC Hartford, Conn., commended by Hartford Civil Defense Organization for "very valued help" during Operation Alert last month.

WBBM-TV Chicago awarded citation from Federal Civil Defense Administration for contributions to promotion of agency's identification tag program.

EMERY WILL HEAD N. Y. STATE TV STUDY

A STUDY of the value of educational tv, as well as New York State's progress in the field, got under way last week for the State Education Commission in New York.

Impetus was given by the appointment of Dr. Walter B. Emery, for the past three years general consultant to the Joint Committee on Educational Television at Washington, to head the study. The commission also appointed an 11-member advisory committee made up of educators and headed by Dr. Kenneth A. Bartlett, vice president and dean of public relations at Syracuse U., to assist Dr. Emery.

Dr. Emery, former professor of speech at the U. of Oklahoma and Ohio State U. and one-time legal assistant to then FCC Chairman Paul A. Walker, will serve for four months (starting last Tuesday) for which he will receive $6,850.

After that period, he will report to the New York Board of Regents his recommendations as to any steps to be taken by the education department in the tv field. The advisory committee includes, among others, Drs. Arthur Hungeford of the Metropolitan Educational Television Assn., New York, and James F. MacAndrew, director of broadcasting of the New York City Board of Education.

College Publicists Discuss Tv Impact on Education

TELEVISION's impact on education in American universities was explored at the 39th annual meeting of the American College Public Relations Assn. in Chicago a fortnight ago.

Over 800 administrators from leading schools attended the June 29-July 2 meeting, to hear talks on program techniques, audience reception, program costs and utilization of tv in classrooms and for medical purposes.

Cost of film prints highlighted an audio-visual panel June 30. Also explored were such problems as how tv can best serve college public relations; opportunities of the relationship between colleges and commercial video stations; training of school tv personnel and program standards; use of commercial broadcast facilities; university attitude toward educational tv stations; faculty remuneration for appearances on university television shows. Norbert J. Hruby, tv supervisor, U. of Chicago, and Richard L. Rider, tv supervisor, U. of Illinois, were panelists.

Public Relations Committee of the National Assn. of Educational Broadcasters, headed by Jim Miles, director of U. of Purdue's WBAA Lafayette, held an organization meeting June 28 before the convention.

Radio and tv techniques were explored June 30 by Garnet Garrison, tv director, U. of Michigan; Romulo Soldevilla, assistant director of radio-tv public relations, Northwestern U., and Colby Lewis, production manager for WTTW (TV) Chicago, forthcoming educational station.

Television's relationship to medical education was the subject of a July 1 panel including Lynn D. Poole, public relations director, Johns Hopkins U., Baltimore, and Jack McBride, director of KUON-TV Lincoln, U. of Nebraska station.

A July 2 session was to be devoted to "Who Pays for the Program?" with Merritt C. Ludwig, assistant to the director, WOI-AM-TV Ames, Iowa, recounting methods used by the Iowa State College commercial tv outlet, and Lyle M. Nelson, assistant to the president, Educational Television & Radio Center, Ann Arbor, Mich. Second panel covered "Public Relation Value of Educational Tv for Adults."

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

U. S. Educational Tv to Get Comprehensive Examination

A COMPREHENSIVE appraisal of the status of educational television in the U. S. will be undertaken during the 1955-56 academic year by the Educational Television & Radio Center at Ann Arbor, Mich.

Announcement of the study was made by H. K. Newburn, president of the center, who also made known the appointment of Richard B. Hull as director of the project. Mr. Hull will take a year's leave of absence from his post as director of radio-tv for Iowa State College (WOI-AM-FM-TV Ames) to head the study.

The detailed appraisal of educational tv is being made possible by a grant from the Fund for Adult Education, presented to the center's executive committee at its meeting in New York June 25.

The project will encompass the gathering of first-hand information on the operations of all educational tv stations now on the air and those scheduled to begin broadcasting in the near future. Mr. Hull also will meet with educational and civic authorities to evaluate the successes, failures and potentialities of tv as applied to education.

Children's Tv Programming Improved, Natl. Group Finds

IMPROVEMENT in tv programming for children during the past year was termed "the most impressive and encouraging in the history of television," according to the fifth annual report on Children's Radio & Tv Programs, released by the National Assn. for Better Radio & Tv last week in Hollywood.

During the first week of May, chosen as a test period by the NAFBRAT evaluation committee, the volume of "excellent" and "good" programs increased 253%, the study shows. However, NAFBRAT warns that on seven Los Angeles tv stations, there are still 28 hours of undesirable "crime" programming in time periods specifically aimed at children and, additionally, "26 hours of theatrical westerns featuring crime and violence in action and story theme" during the hours preceding 9 p.m.

But the report indicates that "The force of [the crime shows'] influence is being dispelled by two factors: (1) the steadily declining audiences for crime shows, and (2) the availability of programs with positive values."

"Dismaying" was the term used by NAFBRAT to describe radio programming for children on the eight Los Angeles area stations tested (KFI, KABC, KFWB, KNX, KMPC and KHJ—no children's programs on KFAC and KLAC). Commenting on this, the report noted that in 1951 there had been 13¼ hours rated "excellent" by NAFBRAT. Currently, there are only three such hours of programming, the 1955 survey shows.

The organization also condemned the growth of the "hard pitch" tv commercial aimed specifically at children.

The NAFBRAT evaluation committee, made up of individuals and representatives of civic, religious and educational groups, used program-judging standards based on recommendations of the U. S. Office of Education and the Science Research Assn. booklet—"Your Children and Radio, Tv, Comics and Movies."

EDUCATION SHORTS

Butler U., School of Religion, Indianapolis, Ind., conducted religious broadcasting workshop for 34 ministers and lay leaders June 13-July 1, sponsored by graduate theological seminary and directed by Dr. Alfred R. Edyvean, head of Speech, Radio & Drama Dept. After one-week emphasis in radio, two-week tv workshop was staged with WFBM-TV Indianapolis.

U. of Miami, radio-tv-film dept., Coral Gables, Fla., will conduct film production institute July 11-31 with personnel from Reela Films, subsidiary of WTVJ (TV) Miami, instructing.

U. of Pittsburgh is conducting summer tv classes in production methods in conjunction with KDKA-TV Pittsburgh. Warran Dana, KDKA-TV director, and William S. Tacey, university radio-tv director, are coordinators.

David H. Leonard, junior student, Iowa State College tv lab, awarded annual $500 Joseph J. Weed Broadcasting Scholarship as ISC undergraduate showing most promise of success in future radio-tv career; **Reba A. Patterson,** ISC graduate student, awarded $1,000 scholarship of WOI-TV Ames, Iowa State outlet, and Alfred I. duPont.

Most of the folks who
listen to WMT
have assets tied up
in cash.

WOAI PROMOTES 'MONITOR'

PROMPTED by queries of listeners and advertisers concerning *Monitor*, NBC Radio's new weekend programming concept, WOAI San Antonio, the network's affiliate there, has distributed mimeographed forms describing the program. *Monitor*, the form says, is "designed to bring listeners into instantaneous touch with everything important, interesting or entertaining, anywhere in the world, will be heard on WOAI radio throughout every Saturday and Sunday during regular broadcast hours with occasional breaks for locally sponsored programs." The services and type of entertainment provided by the program are described. A section explaining the typical structure of a *Monitor* segment also is included. "Because *Monitor* is a new form," the sheet concludes, "it will use material in a way it has never been used before. The content will determine the form instead of having the form determine the content."

WBS SCORE 'ENTHUSIASTIC'

THE SCORE on World Broadcasting System's "Big Little Man" radio promotion stands at "enthusiastic response" from broadcasters and an addition of 54 stations to World's membership, Pierre Weis, World general manager, said last week. Mr. Weis said more than 1,000 stations already had enrolled with World. The radio promotion, which will materialize in the fall, is being talked about "as the biggest thing done for radio in the past 10 years," he said.

PRETTIEST RADIO COVERAGE

COLORFUL statistic brochure has been distributed to advertisers and agencies by WHO Des Moines, Iowa. Titled "Data on America's Prettiest Radio Coverage From WHO," the booklet lists extensive county and city market statistical analyses for both Iowa and outside Iowa areas. Included are color maps showing density of listening by counties in both daytime and nighttime, based on the 1952 Standard Audience Measurement Report projected against consumer market estimates for the Jan. 1, 1954, population. WHO claims 648,320 daytime and 623,940 nighttime families with the nighttime audience of at least 10% regular listeners reaching as far west as Montana, Wyoming and Colorado.

FROM OUTER SPACE

TIE-IN contest with the science-fiction feature film, "This Island Earth," playing at the Paramount Theatre in Denver and the tv film series, *Science Fiction Theatre*, was staged by KBTV (TV) there. Viewers were asked to draw a "creature from outer space" with a cash prize and theatre passes donated by the Paramount awarded for the best entries. A display in the theatre lobby promoted the film series and featured some of the drawings submitted by the more than 300 entrants.

WRUM IKE 'EXCLUSIVE'

WRUM Rumford, Me., claims an exclusive for its remote coverage of President Eisenhower's visit to the Rangeley Lakes resort region during his trip to New England. A last minute change on the President's schedule to include the stop was made after the Rangeley publicity bureau requested him to accept a baby deer on behalf of Washington, D. C., children from the Rangeley children to help promote the centennial celebration of the region. When WRUM received word of the stop, Mel Stone, president, and Edward Tremblay, chief engineer, hurried to the scene and aired a remote of the Presidents informal remarks and the gift presentation. WRUM also originated other special broadcasts during Ike's fishing visit to nearby Parmachenee Lake.

AF ACADEMY DEDICATION

TV COVERAGE of the dedication ceremonies for the new Air Force Academy is scheduled to be originated today (7-7:30 p.m. EDT) by KLZ-TV Denver for CBS-TV. The telecast is being staged from Lowry Air Force Base near Denver, temporary site of the school. The academy's permanent home is now under construction at Colorado Springs. The show, narrated by Walter Cronkite, is featuring the administration of oath to the first 300-man class of Air Force Cadets. Participating in the event is Harold Talbot, Secretary of the Air Force, as well as the Air Force Band and honor color guard units from West Point and Annapolis.

WHLI MARKET BROCHURE

MARKET BROCHURE compiled by the research department of WHLI Hempstead, L. I., N. Y., has been released by the station. Information deals with the WHLI listening area which includes Nassau County and portions of Suffolk, Queens and Kings counties. The study also contains audience survey statistics made by Pulse Inc.

'CAUGHT IN THE ACT'

EXCERPTS from "Caught in the Act," original amateur musical revue staged by the San Diego Community Players, were presented by KFMB-TV there during the run of the musical at the Old Globe Theatre. Four sketches of the revue were inserted into the *Smokey Rogers* program.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

ACTIONS OF FCC

Existing Tv Stations . . .

ACTIONS BY FCC

KFSD-TV San Diego, Calif.—**KFSD Inc.** granted change of ERP to 214 kw visual, 107 kw aural, with directional antenna system. Antenna height above average terrain 750 ft. Granted July 1. Announced July 6.

WREC-TV Memphis, Tenn.—Granted mod. of cp to make changes in antenna, correct coordinates (not a move); ERP 100 kw visual and 60.2 kw aural. Antenna 1,000 ft. Action of June 27; announced July 6.

APPLICATIONS

KOPO-TV Tucson, Ariz.—Seeks mod. of cp to change ERP to 29.87 kw visual and 14.935 kw aural and make antenna changes. Antenna height above average terrain 99.75 ft. Filed July 6.

WCOC-TV Meridian, Miss.—Seeks mod. of cp to change station location from Meridian to Pachuta, Miss., from ch. 30 to ch. 7, change transmitter and studio location from Meridian and near Meridian to near Pachuta, ERP to 218 kw visual and 109.6 kw aural, make antenna and other equipment changes. Antenna height above average terrain 537 ft. Filed July 5.

KDLO-TV Florence, S. D.—Amends application to change studio location to 0.5 miles north of Garden City, S. D. (same as trans. location) and requests waiver of sec. 3.613 of Commission's rules. Filed July 6.

WTVW (TV) Milwaukee, Wis.—Seeks mod. of cp to change studio location from 6600 W. Capitol Dr., Wauwatosa, Wis., to "To Be Determined," Milwaukee, and make antenna changes. Antenna height above average terrain 999 ft. Filed July 6.

APPLICATION DISMISSED

KMMT (TV) Austin, Minn.—Application for assignment of cp to Black Hawk Bcstg. Co. dismissed at request of attorney in letter of 6-29-55. Dismissed July 5.

New Am Stations . . .

ACTION BY FCC

St. Albans, W. Va.—**Raymond I. Kandel** granted cp for new am station on 1300 kc, 1 kw day. Granted June 29. Announced June 30.

APPLICATIONS

Indialantic, Melbourne, Fla.—**Melbourne On The Air Inc.**, 1050 kc, 500 w day. Post office address Box 36, Melbourne. Estimated construction cost $33,612, first year operating cost $73,830, revenue $75,830. Principals are Pres. Richard M. Fairbanks (50%), 51% owner WIBC Indianapolis, Ind., and Sec.-Treas. Rudi Oudshoff (50%), realtor. Filed July 6.

Amite, La.—**Amite Bcstg. Co.** amends its application for cp to operate on 1010 kc, 250 w day to change name of applicant to Louis Alford, Phillip D. Brady, and Albert Mack Smith d/b as Amite Bcstg. Co. Filed July 6.

Brookfield, Mo.—**Green Hills Bcstg. Co.** amends cp for new standard station to be operated on 1470 kc, 1 kw day with directional antenna to specify 500 w. Filed June 30.

Chateaugay, N. Y.—**Clinton County Bcstg. Corp. d/b as Franklin County Bcstg. Co.**, 1050 kc, 1 kw day. Post office address 301-03 Cornelia St., Plattsburgh, N. Y. Estimated construction cost $23,894, first year operating cost $40,000, revenue $45,000. Clinton County Bcstg. Corp. is licensee WIRY Plattsburgh and has filed for standard station at Lake Placid, N. Y. Some Clinton principals hold minority interests in WIRI (TV) Lake Placid (Plattsburgh) and have wired-music interests. Filed July 6.

Lake Placid, N. Y.—**Clinton County Bcstg. Corp. d/b as Essex County Bcstg. Co.**, 1270 kc, 1 kw day. Post office address 301-03 Cornelia St., Plattsburgh, N. Y. Estimated construction cost $25,594, first year operating cost $35,000, revenue $40,000. Clinton County Bcstg. Corp. is licensee WIRY Plattsburgh and has filed for standard station at Chateaugay, N. Y. Some Clinton principals hold minority interests in WIRI (TV) Lake Placid (Plattsburgh) and have wired-music interests. Filed July 6.

Abilene, Tex.—Edwin E. Merriman, Robert W. Tobey and Hugh S. Thomas d/b as Marathon Bcstg. Co., 1280 kc, 1 kw day. Post office address 3008 26th St., Lubbock, Tex. Estimated construction cost $33,256, first year operating cost $39,000, revenue $50,000. Principals own firm which controls KOTS Deming, N. M. Filed July 6.

Arlington, Tex.—**Radio Center Inc.**, 730 kc, 250 w day. Post office address 102 North Center, Arlington. Estimated construction cost $25,570, first year operating cost $60,000, revenue $72,000. Principals are: Pres. **Velma Boyce Collins** (89%), stockholder KCNC Fort Worth, Tex. (if present application is granted, KCNC holdings will be sold), owner less than 1% of WFAA-AM-TV Dallas, Tex.; Vice Pres.-Treas. **Dan Gould** (10%),

Station Authorizations, Applications

(As Compiled by B • T)

June 30 through July 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of May 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,711	522	134
CPs on air	15	18	†320
CPs not on air	103	12	124
Total on air	2,726	540	454
Total authorized	2,829	552	578
Applications in hearing	121	2	174
New station requests	217	4	16
New station bids in hearing	66	0	119
Facilities change requests	149	7	36
Total applications pending	807	78	209
Licenses deleted in May	0	2	0
CPs deleted in May	0	0	4

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through July 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,731	2,718	123	251	81
Fm	540	527	26	9	0

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	288	322	610[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	313	102	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	950	337	746	540	1,287[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,008	337	776	568	1,345[4]

[1] 144 CPs (30 vhf, 114 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 645 already granted.

realtor, and Sec. **Sam Passman** (1%), attorney. Filed June 30.

APPLICATION DISMISSED

Lawrenceville, Ill.—Lawrenceville Bcstg. Co. application for cp for new station to be operated on 910 kc, 500 w day with directional antenna was dismissed. Dismissed July 5.

Existing Am Stations . . .

ACTIONS BY FCC

WSHE Sheboygan, Wis.—Granted mod. of cp to change from 800 kc, 250 w day to 950 kc, 500 w day with directional antenna. Granted June 29. Announced June 30.

WTMC Ocala, Fla.—Granted change on 1290 kc from 1 kw unlimited with directional antenna at night to 5 kw LS, 1 kw night with directional antenna. Granted June 29. Announced June 30.

Let's see, whatam I suppose'ta do today? Haircut? Call Joe? Oh, yah, I remember. The Broadcasting guy said send in your reservation today for the Telecasting Yearbook. I will. It's a good buy. Everybody in TV is in it.

Final Deadline: July 25

APPLICATION

KXLA Pasadena, Calif.—Seeks cp to make changes in night directional antenna system on 1110 kc. Filed June 30.

WFBF Fernandina Beach, Fla.—Seeks mod. of cp for change in antenna-trans. location to 8th and Dade Sts., Fernandina Beach; make changes in antenna (decrease in height). Filed July 6.

WNER Live Oak, Fla.—Seeks cp to change frequency from 1390 kc to 1250 kc and make changes in antenna system. Filed July 5.

KOAT Albuquerque, N. M.—Seeks mod. of cp to change from 860 kc to 920 kc and make changes in directional antenna system. Filed July 6.

WHLP Centerville, Tenn.—Seeks mod. of cp to change antenna trans. location to 1.6 miles SSE of Centerville on New State Hwy. 50, Centerville (1570 kc). Filed July 6.

APPLICATIONS DISMISSED

WATZ Alpena, WATT Cadillac, WATC Gaylord, WTOM Traverse City, WMBN Petoskey, all Mich.—Voluntary acquisition of positive control of Midwestern Bcstg. Co. by Les Biederman dismissed at request of attorney. Dismissed July 5.

WRIO Rio Pierdras, P. R.—Cp to change frequency from 1320 kc to 850 kc and decrease nighttime power from 1 kw to 500 w was dismissed at applicant's request. Dismissed June 30.

New Fm Stations . . .

ACTION BY FCC

Hillsdale, Mich.—Baw Beese Broadcasters Inc. granted cp for new Class A station on ch. 280 (103.9 mc) with ERP 1 kw and antenna 170 ft. Granted June 29. Announced June 30.

Existing Fm Stations . . .

ACTIONS BY FCC

WKMH-FM Dearborn, Mich.—Granted change of ERP to 7.8 kw and antenna height above average terrain to 190 ft. from present 7 kw and 221 ft. Action June 28; announced July 6.

WJOI-FM Florence, Ala.—No renewal filed. Deleted July 5.

WLET-FM Toccoa, Ga.—Seeks cp to change ERP to .73 kw. Filed July 6.

WAJC (FM) Indianapolis, Ind.—Butler U. seeks cp to change from non-commercial educational to fm commercial station and change frequency to 104.5 mc (ch. 283); ERP 8.5 kw. Filed July 5.

WNOW-FM York, Pa.—Seeks cp to change ERP to 1.2 kw. Antenna height above average terrain 463 ft. Filed July 6.

Ownership Changes . . .

ACTIONS BY FCC

KBBA Benton, Ark.—W. Richard Tuck Jr., C. Lavelle Langley, James B. Branch Jr. and Roy M. Fish d/b as Benton Bcstg. Service granted assignment of license to Messrs. Langley, Branch and Fish under same firm name with Mr. Tuck selling his interest to Mr. Langley for $7,000. Action June 28; announced July 6.

KSJO-AM-FM San Jose, Calif.—Santa Clara Bcstg. Co. granted voluntary assignment of license to sole stockholder Patrick H. Peabody. No consideration as action is dissolution of corporate entity only. Action June 30. Announced July 6.

WDVH Gainesville, Fla.; WMGR Bainbridge, Ga.—Thomas R. Hanssen, John A. Dowdy, Charles W. Dowdy & Winnie S. Vaughn d/b as The Decatur Bcstg. Co. granted voluntary assignment to Thomas R. Hanssen, John A. Dowdy and Winnie S. Vaughn d/b as Decatur Bcstg. Co. through purchase of 25% interest of Charles W. Dowdy for $30,000. Remaining partners will now each own ⅓. Action of June 28; announced July 6.

WSIR Winter Haven, Fla.—Tom Moore, Lawrence A. Rollins, L. Orden Craig, Henry L. Jollay & Nellie H. Fowler d/b as Radio Station WSIR granted voluntary assignment from partnership to corporation Hundred Lakes Bcstg. Corp. with partners retaining identical interest. Action June 28; announced July 6.

WLLY Richmond, Va.—Louis Adelman granted assignment of cp to corporation WLLY Inc. Action of June 28; announced July 6.

APPLICATION

WOBS-AM-TV Jacksonville, Fla. — Southern Radio & Equipment Co. seeks transfer of control to Carmen Macri for $90,000. Mr. Macri is director WLBS Birmingham, Ala., 40% owner WABR Winter Park, Fla., 2.5% owner WMIE Miami and applicant for am station, Palatka, Fla. Filed July 6.

WWPG-AM-FM Palm Beach, Fla.—Palm Beach Bcstg. Co. seeks transfer of control to Palm Beach Radio Inc. for $185,000. E. D. Rivers Sr., pres. Sun Coast Bcstg. Corp. (WMIE Miami, Fla.) is 97% owner of Palm Beach Radio and is majority stockholder of WOBS-AM-TV Jacksonville, Fla., for which transfer of control application is pending. Filed July 6.

WWKO Ashland, Ky.—States Bcstg. Co. seeks assignment of license to Connie B. Gay for $102,000. Mr. Gay has application pending for purchase of WVVW and control of WJPB (TV)

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business
So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.
HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

Fairmont, W. Va. Mr. Gay is WARL Arlington, Va., disc jockey and is pres. of Town & Country Time enterprises, producer of American folk music films distributed by RCA. Filed July 6.

WKLO-AM-TV Louisville, Ky.—Mid-America Bcstg. Co. seeks transfer of control to Great Trails Bcstg. Corp. for $350,000. Great Trails is licensee WING Dayton, Ohio. Principals also control WCOL Columbus, Ohio under another firm name and have interest in WIZE Springfield, Ohio. Filed July 5.

KRMS Eldon, Mo.—Robert M. Smith and Virginia L. Smith d/b as Central Missouri Bcstg. Co. seek assignment of license to Lawrence Broadcasters Inc. Principals include Pres. A. P. D'Ambra (17.6%), Treas. E. F. Abels (14.7%), H. M. Booth (14.7%), and Sec. Arden Booth (8.8%). Filed July 6.

WHED Washington, N. C.—R. R. Knowles, Dorothy Knowles, W. W. Moore, and Mary L. Moore d/b as Pamlico Bcstg. Co. seek voluntary assignment of 11 shares held by Mr. and Mrs. Knowles of 23 total outstanding shares to Pamlico Bcstg. Co. No consideration is involved. Filed July 5.

WHVR Hanover, Pa.—H. Vernon Ferster, John D. Bare, and Philip A. Rohrbaugh d/b as Radio Hanover Inc. seek transfer of control to Mr. Bare who is buying Mr. Ferster's 10.37% interest for $10,000. Mr. Bare will then own 50.5% interest. Filed July 5.

WLBR-TV Lebanon, Pa.—Seeks transfer of control from Lebanon Bcstg. Co., et al., to Triangle Publications Inc. for $115,000. Triangle owns WFIL-AM-FM-TV Philadelphia, 50% WHGB Harrisburg, Pa., and WNBF-AM-TV Binghamton, N. Y. Filed June 30.

WIBG-AM-FM Philadelphia, Pa.—Seaboard Radio Bcstg. Corp. seeks transfer of control to WPFH Bcstg. Co. with majority principals of both same. Principals own or control WDEL-WPFH (TV) Wilmington, Del., WALL Middletown, N. Y., WAEB Allentown, Pa., and have wired-music interests. Filed July 5.

APPLICATION RETURNED

KAUS Austin, Minn.—Application for assignment of license and cp to Black Hawk Bcstg. Co. dismissed at request of attorney; dismissed July 6.

Hearing Cases . . .

INITIAL DECISION

Ch. 11 Pittsburgh, Pa.—Examiner Charles J. Frederick issued decision looking toward grant of WWSW Inc. application for new tv station on ch. 11 Pittsburgh and dismissal of competing Pittsburgh Radio Supply House Inc. application; further ordered grant to WWSW Inc. is made without prejudice to any action Commission may take with respect to any future application to effectuate June 2 agreement entered into among these applicants. Announced July 1.

OTHER ACTIONS

Othello, Wash.—Othello Bcstg. Co. designated for hearing for new am on 1050 kc, 250 w day, in consolidated proceeding with applications of Umatilla Bcstg. Enterprises and John Truhan, both Pendleton, Ore. Announced June 30.

Toll-Tv replies—Commission extended from July 11 to Sept. 9 time for filing replies to comments re subscription tv rule making on petition of Joint Committee on Toll Tv filed June 21 and supported by ABC, CBS, NARTB, International Telemeter Corp., Zenith Radio Corp., TECO Inc., Skiatron Tv Inc. and Skiatron Electronics & Tv Corp. Action June 29; announced June 30.

Functional music—Commission, by memorandum opinion and order, denied certain requests for reconsideration, modification or waiver of fm functional music rules which are scheduled to become effective July 1. Filings were by WFMF (FM) Chicago, WPEN-FM Philadelphia, WEAW-FM Evanston, Ill., and WMMW-FM Meriden, Conn. Action June 29. Announced June 30.

Fm rule making—By order, Commission amended Revised Tentative Allocation Plan for Class B Fm Stations, effective immediately, to delete ch. 247 from Greensboro, N. C., and add that channel to Leaksville, N. C., and delete ch. 250 from Danville, Va. Commission proposed rule making to amend the rules to add ch. 234 to Mayfield, Ky., to facilitate grant to West Kentucky Bcstg. Co., which has application pending for ch. 234 there. Comments will be received by July 29. Announced June 30.

WKNB-TV New Britain, Conn.—By order of June 29, Commission, on petition by Broadcast Bureau, continued without date oral argument scheduled for July 7 on application of New Britain Bcstg. Co. for mod. of cp for WKNB-TV and for transfer of control from Julian Gross, et al., to NBC. Announced June 30.

KXLA Pasadena, Calif.—Commission, by order of June 29 on motion by Pacific Coast Bcstg. Co., continued without date oral argument scheduled for July 12 on application of Pacific for mod. of license and re show cause proceeding. Announced June 30.

WCLE Cleveland, Tenn.—By order of June 29, Commission on own motion, ordered oral argument scheduled for July 7 re application of Southeastern Enterprises for cp for WCLE be postponed to July 12. Announced June 30.

Clarksburg, W. Va.—Economic protest, ch. 12. By order, FCC stayed grant of July 2, 1954, to Ohio Valley Bcstg. Corp. for permit for new tv station on ch. 12, pending hearing on application. Action is pursuant to decision of U. S. Court of Appeals for D. C. which reversed FCC's denial of economic protest by Clarksburg Pub. Co. to said grant and which remanded proceeding to the Commission. Order July 6.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 180, June 6, 1955

710 kc

XEON Tuxtla Gutierrez, Chiapas—2 kw day, 1 kw night, unlimited. Class II. Increase power. 9-6-55.

910 kc

XEMW Monclova, Coahuila—500 w day. Class III. Change to 970 kc. 6-6-55.

940 kc

XEWV Mexicali, Baja California—1 kw day. Class II. Commenced operation. 3-7-55

970 kc

XEMW Monclova, Coahuila—150 w unlimited. Class IV. Decrease power; previously 910 kc. 6-6-55.

1200 kc

XELC La Piedad, Michoacan—5 kw day. Class II. Change time of operation; previously 1600 kc. 7-6-55.

1250 kc

XESJ Saltillo, Coahuila—1 kw day, 500 w night. Class III-B. Increase power. 9-6-55.

1260 kc

XEII Ciudad Valles, San Luis Potosi—1 kw day. Class III. Chance in location and increase power, previously in Ciudad del Maiz, S. L. P. 12-6-55.

1340 kc

XESL San Luis Potosi, San Luis Potosi—500 w day, 250 w night. Class IV. Increase power. 9-6-55.

1380 kc

XERK Tepic, Nayarit—1 kw day, 500 w night. Class III-B. Increase power. 9-6-55.

1400 kc

XEYJ Nueva Rosita, Coahuila—500 w day, 1[illegible] w night. Class IV. Commenced operation. 5-1-55.

1600 kc

XELC La Piedad, Michoacan—5 kw day, 1 kw night. Class III-A. Changed to 1200 kc. 7-6-55.

Dominican Republic

Corrections to Change List No. 16, March 15, 1955

1440 kc

HI5K Ciudad Trujillo—250 w unlimited. Class IV. Shown in error as 1400 kc in Change List No. 16.

1490 kc

HI2A Pimentel—40 w unlimited. Class IV. Shown in error as 400 w in Change List No. 16.

Routine Roundup . . .

June 30 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to and including July 5 within which comments or replies may be filed to joint petition for partial reconsideration filed June 15 by Sparton Bcstg. Co. and Inland Bcstg. Co., in re application of WJR, The Goodwill Station Inc., Flint, Mich.

KOB Albuquerque, N. M.—Granted petition for extension of time to and including July 15 within which replies may be filed to petition for rehearing, etc., filed by Westinghouse Bcstg. Co.; motion for leave to intervene and for enlargement of issues filed by The Baptist General Convention of Texas, and all other motions to change or enlarge issues in re applications of KOB.

American Bcstg. Co.—Granted petition of ABC as party intervenor in proceeding re applications of KOB for an extension of time to July 5 within which replies may be filed to petition of KWBU. (Action taken 6/24.)

By Chief Hearing Examiner James D. Cunningham

WAGC Chattanooga, Tenn., Tennessee Valley Bcstg. Co., Fort Oglethorpe, Ga., E. Weaks McKinney-Smith, Paducah, Ky.—Granted petition of WAGC to dismiss without prejudice its application.

Broadcast Bureau—Granted petition for an extension of time from June 30 to July 12 within which all parties to proceeding re application to transfer control of WROW-AM-TV Albany, N. Y., will submit proposed findings.

By Hearing Examiner J. D. Bond

Anthony Wayne Television Corp., Toledo, Ohio.—Granted petition for leave to amend its application for ch. 11 to show election of another individual as a director due to death of one of its directors.

By Hearing Examiner Basil P. Cooper

KNAC-TV Fort Smith, Ark.—Granted petition for leave to amend application to extend expiration date of contract between American Television Co. and Southwestern Pub. Co., from July 1 to Jan. 1, 1956.

By Hearing Examiner Hugh B. Hutchison

By memorandum opinion and order, continued from July 6 to Oct. 17 the hearing in re applications of KOB Albuquerque, N. M.

June 30 Applications

ACCEPTED FOR FILING

License for Cp

WMLT Dublin, Ga.—License to cover cp which authorized change frequency, increase power, change hours of operation, make changes in antenna system (decrease height).

WTAG Worcester, Mass.—License to cover cp which authorized changes in nighttime directional antenna system.

KLOH Pipestone, Minn.—License to cover cp which authorized new standard broadcast station.

Modification of Cp

WKVM San Juan, P. R.—Mod. of cp (as mod. and reinstated, which authorized change frequency; increase power, change transmitter and studio locations, change directional antenna pattern and other changes in antenna system) for extension of completion date.

WISE-TV Asheville, N. C.—Mod. of cp (which authorized new tv station) to extend completion date to 12-29-55.

Renewal of License

WMOR Morehead, Ky.; WOOD Grand Rapids, Mich.; WHAK Rogers City, Mich., and WNAH Nashville, Tenn.

Remote Control

KWAD Wadena, Minn.

July 5 Applications

ACCEPTED FOR FILING

Modification of Cp

KCOB Newton, Iowa—Mod. of cp (which authorized new standard broadcast station) for extension of completion date.

WIPS Ticonderoga, N. Y.—Mod. of cp (as mod.

Pacific Northwest
Fulltime Independent
$80,000.00

Excellent small market in need of resident ownership. Metropolitan retail sales excess twenty-five million per year. Presently grossing $80,000.00 per year. Can make owner-manager $20,000.00 per year. Can be purchased for $20,000.00 down.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford Marshall	Ray V. Hamilton Phil Jackson	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Laboratories and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE *

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE *

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE *

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE *

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE *

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE *

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE *

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE *

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington 6, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE *

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
1115 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE *

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
2116 S. Kearney Skyline 6-6113
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

JOHN H. BATTISON
CONSULTING RADIO & TELEVISION ENGINEER
technical advisory service for TV film and production problems.
4515 Saul Rd., Kensington, Md.
Olympic 7-9593

* *Member AFCCE*

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all nights every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE, To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager-salesman—for new 1kw indie at Clarksdale, Miss.—25-38—family—detailed-minded, cost-conscious. Must have excellent personal sales record and top references. Make between $500 and $725 month with progressive broadcaster. Call John McLendon, 37830 or 62768, Jackson, Miss.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 967A, B•T.

Experienced salesman . . . Florida . . . 250 w . . . CBS affiliate. $75.00 week drawing account against 15% commission. Give complete resume including photograph. Box 126C, B•T.

Experienced salesman wanted. Highly competitive market. Salary and commission. Write KCMC-Radio, P. O. Box 521, Texarkana, Ark.-Tex.

WDOS, Oneonta, New York will start salesman with on-air business, good commission.

Experienced salesman. Permanent position for aggressive man selling radio and tv. WPAG, Ann Arbor, Mich.

WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT

Our largest NATION-WIDE pool of TV-AM executive and staff personnel is the modern, confidential way to fill all vacancies in your organization. Thirty years of station management experience enables us to make ideal selections for your consideration.

REPUTATION

Is vital to the growth of any organization, particularly a Nation-Wide Placement Service dedicated to the broadcast industry. Reputation is founded upon experience, integrity and achievement.

EXPERIENCE

This is a specialized professional service that taps wide resources, headed by a man of low experience in TV and Radio . . . Howard S. Frazier. Broadcasters Executive Placement Service, established in 1950, is a division of the pioneer station management firm.

INTEGRITY

Is our most valued asset. Our every action must enhance its growth.

ACHIEVEMENT

Many TV and AM stations are better operations today . . . they employed our management or staff personnel.

Countless former placement clients credit this organization for their increased opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D.C.

RADIO

Help Wanted—(Cont'd)

Announcers

Two salesmen for 1 kilowatt daytimer in thriving market. Guarantee plus car expenses. WPDR, Portage, Wisconsin.

Hard-hitting announcer who can really sell 'em. Experienced in mail order pitching desired, but not necessary. Must be versatile, sober, reliable. Group owned stations; excellent future; good starting salary. This station 50kw clear channel, in medium-sized midwestern city. Send photo, tape, educational background and complete resume of previous and present employer. Send to Box 613A, B•T.

Wanted: Hard working, level-headed staff announcer for top radio organization in Michigan. Excellent opportunity, employee benefits, ideal working conditions. Send complete information, resume and salary expected. Do not send tapes. Personal interview will be required before position is filled. Write Box 903A, B•T.

Staff announcer, for small but good independent in southern state. Living conditions pleasant, pay good. Send resume, tape and photo. Box 953A, B•T.

South Carolina radio station needs clean cut announcer-engineer. Must be able to maintain equipment and do a good announcing job. Salary $80 to $90, depending on experience and ability. Send tape, photo, which will be returned, and complete information. Box 987A, B•T.

Daytime 500 watter has immediate opening for engineer-announcer with emphasis on announcing. Good pay and working conditions. KSWA, Graham, Texas.

WCNT, Centralia, Illinois, wants good play-by-play staff announcer—heavy football-basketball schedule. Well organized station—no board work.

Top morning man. Alert, personable, dependable. Permanent. Salary plus talent. All benefits including Gannett Co. retirement plan. Send tape, full details. General Manager, WENY, Elmira, New York.

Going 5000 watts. Experienced announcer able to write occasional spot for music and new station. Also need announcer, first phone. Send tape, resume, immediately. Jim Duncan, WGGH, Marion, Ill.

Wanted: Announcer, experienced in local news and special events. WKBC, North Wilkesboro, North Carolina.

Announcer who can call sports and take over as program director—want to start September 1st. Send tape and resume of all jobs held giving dates and salary. No floaters. Must have been steady on job. Good working conditions, opportunity for advancement at leading network station in market. WKUL, Cullman, Alabama.

Combo men. We are going 5kw. Want to go with us? N. W. Florida station. Must be good announcer, 1st class engineer ticket. Send tape or disc, picture, and resume to WPCF, Panama City, Florida.

North Carolina kilowatt independent. Announcer must be experienced and willing to locate permanently. Sixty dollars weekly base, vacation, paid hospital and life insurance and other benefits. Send tapes to Kermit Edney, WWIT, Canton, North Carolina, or WHKP, Hendersonville, North Carolina.

Technical

Chief engineer-announcer, for progressive independent in deep south. Send resume, tape and photo. Box 952A, B•T.

Chief engineer-announcer—for new 1kw indie, Clarksdale, Miss. Prefer versatile young man desiring permanent position with progressive broadcaster. Call John McLendon, 37830 or 62768, Jackson, Miss.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible. Box 110C, B•T.

News reporter who can do announcing. Newspaper or newswriting experience necessary. Will become news editor. Daytimer, Pennsylvania. Box 151C, B•T.

News editor wanted by 50,000 watt CBS radio station. Must be experienced reporter, writer and broadcaster, prefer newspaper background. Send photo, audition, tape and full details of background in first letter to KWKH, Shreveport, Louisiana.

News director: To assume full responsibility for active newsroom in midwest indie. Emphasis on local news. Experience necessary. Full details first letter to WHFB, Benton Harbor, Michigan.

Situations Wanted

Managerial

Commercial manager small station desires relocate July 15. $100 week. Box 134C, B•T.

Salesmen

Young salesman with proven record seeks opening with financial and advancement opportunities. Present employer, radio-tv, completely sold out. Box 150C, B•T.

Announcers

Deep, mellow voice. 3 years staff announcing experience. $75 week minimum. Box 896A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad., NBC trained. Know all phases. Want progressive station that offers fine future. Box 897A, B•T.

College grad. — draft exempt — metropolitan experience — combo-man — any location — strong music and news. Box 973A, B•T.

Top disc-comedian . . . 34, radio 12 years—tv 3 years—doing both in major market. Fluent ad-lib — professional know-how — intelligent, zany humor — excellent sales. Miami-Atlanta-New York City-Milwaukee top-rated shows. Friendly, hard-working. Want permanency. Tape-brochure-fine references on request. Box 974A, B•T.

Personality — DJ-announcer. Eleven years experience, every facet radio-television. No accent. Not a prima donna. Versatile ad-lib; humor; news. Musician; composer; writer. Available immediately. $200 week, year contract. Box 984A, B•T.

Announcer, 9 years — 1 year television. Staff, audience, quiz. Married. Box 998A, B•T.

I got what you want, (4½ years experience DJ humor, voice, salability). You got what I want (money, market). Deal? Telephone—Leicester, Mass. TW 5-9976. Write Box 125C, B•T.

Jovial disc jockey—sincere newscaster—restricted ticket—experienced—available now. Box 127C, B•T.

DJ—ten years experience, first ticket. Strong on news, country music. Alabama only. Now employed. Box 129C, B•T.

Announcer—excellent commercials, strong news—good DJ, tape and resume. Box 130C, B•T.

Top deejay with proved record. Four years #1 Hooper. Six years experience. Show business background. Presently employed seeking change to major market with possible tv opportunity. Box 131C, B•T.

Commercial forte, top voice, versatile, B.A. Degree, veteran, reliable, 25, single, free to travel, experienced. Seeking top operation. Tape available. Box 132C, B•T.

Announcer, ten years experience, desires permanent position in radio-television medium size city, or program manager smaller station. Currently doing popular record show in competitive market. Earning $100 weekly. Box 139C, B•T.

RADIO

Situations Wanted—(Cont'd)

Pianist wants to learn announcing. Prefer work in New York State or neighboring states. Box 141C, B•T.

Experienced announcer. Hardworking, congenial, desires position with music-news station in northeast. Box 146C, B•T.

Announcer, mature, responsible. Radio-tv staff. Experienced set designer, broad musical background, commercial, dramatic, continuity. Resume, photo, tape. Box 149C, B•T.

Hardworking staff announcer. Can handle any type DJ. Recent broadcasting school graduate. Box 152C, B•T.

Announcer, 27, seeks position with station interested in good air delivery. Have eight years experience. Box 154C, B•T.

Limited experience, unlimited potential and ambition — excellent voice, creative, versatile, dependable. Contact Dick Landfield, 4740 Winthrop, Chicago, Illinois. Telephone: Sunnyside 4-6727.

Announcer: Radio school graduate, 3rd phone, strong news, friendly commercials, play-by-play, college, vet. Mike Lepre, 760 William Street, Harrison, New Jersey.

Announcer-engineer, first phone, 2 years experience. Presently with 5kw station, vet, 24, experienced on news, commercials and DJ work. Prefer Florida or Georgia. J. E. McQueen, WVOP, Telephone 3305, Vidalia, Georgia.

Texan desires repatriation, 16 years all phases, specialize news, country music, consider all offers. Box 779, Greenwood, Mississippi.

Technical

Boy needs home or facsimile. Mom and pop working sixty hours. Pop: Chief engineer, five years experience all phases to five kw, including directional. Built two stations. Mom: Programming, traffic, continuity, putting new station on air. Box 114C, B•T.

Chief engineer-announcer, plenty of experience. Box 137C, B•T.

Chief engineer of small station desires change in location. Prefer south. Box 144C, B•T.

Supervising engineer desires relocate permanently as chief southern or east-central states. Strong maintenance and construction, long experience am and fm. Middle aged, married. Now announcing. Box 147C, B•T.

Programming-Production, Others

Copywriter—DJ personality, 34, eight years experience. Tape, resume, copy specimens. Box 891A, B•T.

Have talent — will travel. Experienced news writer-editor, journalism degree. Immediate availability. Box 993A, B•T.

Experienced manager of publicity-promotion and advertising looking for position with challenge-budget and good salary. Presently employed. Married. Prefer east but will consider all offers. All information sent immediately. Box 153C, B•T.

Jingles-lyrics-verses-slogans—Jingle Belle, Suite 411, 60 East 42 Street, N. Y. C., VA 6-4185.

TELEVISION

Help Wanted

Technical

Newspaper owned tv station has immediate opening for control room engineer. Send complete background, qualifications, photo to Wallace Wurz, Chief Enginener, WTVH-TV, Peoria, Illinois.

Opening for 1st class licensed engineer. Call Operator 55, at 4-3506, Birmingham, Alabama.

Programming-Production, Others

Wanted: Experienced, attractive, cooking expert for tv kitchen show in southwestern vhf. Send picture and resume of experience with first letter. Box 112C, B•T.

Girl Friday for Pueblo, Colorado, sales office, KKTV. Secretarial experience, tv copywriting and outside sales service work. Excellent opportunity in pleasant climate. Send full details Catharine Bailey, Station KKTV, Colorado Springs, Colorado.

Tv station has opening for producer-director with commercial tv experience. Reply in first letter giving background. References, etc., to Steve Briggs, Program-Production Manager, WISH-TV, 1440 North Meridian Street, Indianapolis, Ind.

TELEVISION

Situations Wanted

Announcers

Valuable all-around tv personality. Compelling commercials, engaging MC, intelligent news. Proven; highest endorsements. Solid background large and small city tv, radio, films. Now with midwest am-uhf, want permanent connection vhf larger market. Box 931A, B•T.

Personality — DJ-announcer. Eleven years experience, every facet radio-television. No accent. Not a prima donna. Versatile ad-lib; humor; news. Musician; composer; writer. Available immediately. $200 week, year contract. Box 984A, B•T.

Technical

Engineer, first phone, 8 years radio-tv. 4 years tv. Assisted construction 3 tv stations, 1 uhf. Married, car. Desire permanent position, eastern U. S. 1338 Mayfair Ave., Greensboro, North Carolina.

Production-Programming, Others

Camerman experienced 1 year, all studio operations; sub. in film dept. SRT graduate, vet, single, looking for progressive station, will travel. Box 133C, B•T.

Creative young lady, 24, desires tv-radio production or programming opportunity in New York City. College graduate, no steno. Excellent background especially in children's and public service programming. Box 142C, B•T.

Four years director promotion, publicity, public relations, merchandising, exploitation, two radio and tv stations in medium to large size markets. Liaison between clients, wholesalers, etc. Won 7 national awards for best promotion job done, in past year and a half. References, detailed resume on request . . . New York area only. Please write or phone % Prager, 201 West 89th Street, New York City, EN 2-4323.

FOR SALE

Stations

Now available. Metropolitan market. Also a single station, fulltime situation. Combo operation. Ralph Erwin, Broker, Box 811, Tulsa.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Now available. Located in one of the most popular southwestern resort areas. Beautiful scenic country. Mild climate. Year round season. Permanent population exceeds 250,000 per owner's survey. Requires approximately $15,000 cash to handle. Exclusive with Ralph Erwin. Broker. Box 811, Tulsa.

Semi-metropolitan. Day-time station. Reasonable terms. Available exclusively through Ralph Erwin. Broker. Box 811, Tulsa.

Have attractive radio properties for sale in New England and vicinity. Contact Edd Harris, 61 Church, Ware, Mass. Phone: Ware 431-M.

Majority control Texas single station market, $25,000. Terms to responsible parties. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

FOR SALE

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tuneable 4 or 6. Box 911A, B•T.

Equipment no longer needed: Make reasonable offer. 1—RCA TK 20D film camera chain, complete with tubes. 2—RCA TK-11A studio camera chains complete with tubes. 2—RCA 16 mm TP D film projectors. 1—Spindler and Sauppe selector slide Jr. 1—RCA slide projector mount and pedestal. 1—RCA field camera chain with sync generator, no camera. 1—DuMont Dumitter channel #2. 1—Remote control for projectors RCA MI-26256. 1—equalizer RCA for projectors RCA M126313. 1—RCA pulse distribution box MI 26757-A. Box 136C, B•T.

For sales in quantity: Slightly used Jensen speakers, Model P6-V with wooden baffles. Write KSMN, Mason City, Iowa.

For sale: Uniform cross section triangle galvanized tower, 550 feet. Would make an excellent short tower of 100 to 250 feet. Will sell any part. New, never been used. Make us an offer for all or any part. WJHL-TV, Johnson City, Tennessee.

For sale: 620 foot guyed tv tower complete with lighting and guy wires. Write WJTV, Box 8187, Jackson, Miss.

WANTED TO BUY

Stations

Have $20,000 to invest in an established southern New England am property for controlling interest, with or without services. One or two station market preferred. Write Box 138C, B•T.

Experienced broadcaster seeking lease on daytimer in medium or major market. 1 kw or less. All replies confidential. Reply Box 797, St. Louis 1, Mo.

CP for daytimer, 250-500 or kw, in medium or major market or small market, preferably in south. All replies confidential. Jack Davis, Box 787, St. Louis 1, Mo.

Equipment

Wanted immediately, good used complete radio station equipment, 1kw. Price and particulars. Box 128C, B•T.

Wanted—one, used am frequency monitor, WDOD, Chattanooga, Tennessee.

Studio console, small, similar to W. E. 23C. Box 5025, Jacksonville, Florida.

Licenseable fm transmitter in operating condition. Low price essential. AA Agency, 3148 West Pico Boulevard, Los Angeles 19, Calif.

5 or 10 killowatt FM transmitter. Advise make, price, hours used, etc. Box 729, Glendale, Calif.

Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Commercial radio announcing. Practical home study course, prepared for combination men and announcers who need help. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

GENERAL ELECTRIC

has openings for

SALES ENGINEERS

T. V. EQUIPMENT

Further expansion of our sales organization has created an opening for an experienced Broadcast Equipment Sales Engineer with a proven record of outstanding accomplishment — also several openings for Junior Sales Engineers for sales training in Syracuse. These are well-paid positions for men who meet our high standards. If you have a record of success in your present job, two years experience in the broadcast equipment business, an engineering degree or equivalent, and are between the ages of 25 and 45, I invite you to mail to me a one-page summary of your experience, education and other qualifications with a recent photograph. All replies strictly confidential. Albert F. Wild, Manager-Sales, Broadcast Equipment, General Electric Co., Electronics Park, Syracuse, N. Y.

GENERAL ELECTRIC

RADIO

Help Wanted

Salesmen

BROADCAST EQUIPMENT SALES

High level, salaried position as product sales manager for AM broadcast and audio equipment. Very important Sales Engineer position in home office assisting field sales force.

SALES ENGINEER

To travel and sell broadcast equipment to radio stations in Southeast. Salary and commission.
Aggressive, sales-minded men needed by leader in broadcast field located in Mid-west. Send full details with photo and state position preferred to

Box 916A, B•T

RADIO ADVERTISING SALESMAN

WENE, Binghampton, N. Y., market needs an alert, neat, enthusiastic salesman for a permanent job at once. Excellent, active accounts with guaranteed draw, 15% commission, plus insurance, hospitalization, paid vacations. Ottaway Stations, Inc., is an organization of integrity, respected and friendly. If you can SELL, service your accounts (including copywriting), make renewals . . . write or call, giving proof of your performance, to Norman Flynn, WENE, Endicott, N. Y., for personal interview.

Production-Programming, Others

IDEA MAN!

Immediate opening for experienced writer-producer who has the imagination to dream-up, write and produce transcribed "gimmick" spots of professional calibre. This is a key position with a large east coast metropolitan station. Good salary and benefits. Send full story with samples, references and photo to

Box 106C, B•T

PROGRAM DIRECTOR

Wanted immediately. Prefer southerner or someone who has worked in southern station. Excellent position for man interested in settling in small town and taking an active and important part in community affairs. Send tape, picture and references or call in person, WKBC, North Wilksboro, N. C.

RADIO

Situations Wanted

Announcers

EXPERT SPORTS-NEWS COMMENTATOR AVAILABLE FOR INTERESTING AM OR TV JOB

15 years play-by-play includes major league baseball, college and pro football, basketball, boxing. Current AM/TV sports shows tops in major market. Excellent news background, newscasting awards winner. Finest references. Apply

Box 140C, B•T

TELEVISION

Situations Wanted

Managerial

SOLID ASSIST

How can I help you get it? 15 years radio-TV. Looking for slot as Operations Mgr.-Exec. Ass't or TV Program Mgr.-Film Buyer. Heavy on delivering provocative, low-cost local programming; thorough knowledge film field, station promotion and publicity; handle national business, local sales; supervise and/or train staff; small, medium and metropolitan experience; family man, stable.

Box 143C, B•T

Production-Programming, Others

TV DIRECTOR

Responsible young man with progressive ideas and thorough knowledge of radio and television writing and production, desires position as television director in small or new operation. Master's degree in radio-television from Northwestern University. Veteran. Prefers east but will consider other offers. Available after July 1st.

Box 869A, B•T

UNUSUAL OPPORTUNITY

For a television station to secure a highly specialized, **versatile** production team. Thoroughly experienced in all phases local live production, and remotes including major athletic events and network origination. Minimum background: Three years major market commercial VHF. Unit includes:

Production Manager
Director
Announcer
Studio Cameraman
Film Cameraman
Technical Director
Projectionist

All presently employed. This group well integrated, compatible, mature. If definitely interested, write

Box 145C, B•T

FOR SALE

Equipment

FOR SALE

1—Model 250C1 Gates Transmitter Complete $1250.00
In service two years.
18 Sheets—8' x 24' Copper Ground Screen $500.00
30,000'—#10 Ground Wire $425.00
15—20' lengths #300 A. J. Phillips Triangular-Tubular Steel Tower $2500.00
15—20' lengths #500 A. J. Phillips Triangular-Tubular Steel Tower $4250.00
Towers complete with Guy wire-base insulators. Will support 6 Bay antenna.

HOUSTON RADIO SUPPLY COMPANY, INC.

1501 Clay
Houston 3, Texas

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

LOSING OPERATION WANTED AM or TV

Experienced broadcaster wants AM or TV operation that is in the RED. This well known broadcaster has successful record that he will apply to produce a profitable operation. For details write.

Box 117C, B•T

WANTED TO BUY

100%, majority interest or protected minority interest in going radio property anywhere in U. S. Must be in good market; handle year-round sports, including local organized baseball. Will actively manage, program, handle play-by-play. Principals only, replies confidential.

Box 135C, B•T

WANTED TO BUY

RADIO STATION

Within 150 miles Wash., D. C.

Experienced Radio men can put up substantial cash.
Send full details incl. last 3 years volume.
All replies confidential.

Box 148C, B•T

which authorized new standard broadcast station) for extension of completion date.

KGGM-TV Albuquerque, N. M.—Mod. of cp (as mod., which authorized new tv station) to extend completion date to 9-6-55.

WMBV-TV Marinette, Wis.—Mod. of cp (as mod., which authorized new tv station) to extend completion date to 12-18-55.

Renewal of License

WGRD Grand Rapids, Mich.; WHTC Holland, Mich.; WTRX Bellaire, Ohio; WCKY Cincinnati, Ohio; WVKO Columbus, Ohio; WOSU Columbus, Ohio; WIRO Ironton, Ohio; WNXT Portsmouth, Ohio; WFDF Flint, Mich.; WMAX Grand Rapids, Mich.; WCIN Cincinnati, Ohio; WONE Dayton, Ohio; WONW Defiance, Ohio; WFIN Findlay, Ohio, and WBLY Springfield, Ohio.

Subsidiary Communications Authorizations

KTKT-FM Tucson, Ariz.; KSON-FM San Diego, Calif.; KCMS (FM) Manitour Springs, Colo.; WLRD (FM) Miami Beach, Fla.; WWPG-FM Palm Beach, Fla.; WHOM-FM New York, N. Y.; WFNC-FM Fayetteville, N. C.; WKJF-FM Pittsburgh, Pa.; WPEN-FM Philadelphia, Pa., and KITE-FM San Antonio, Tex.

Remote Control

KMMJ Grand Island, Neb.

July 6 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Mission Telecasting Corp., The Walmac Co. San Antonio, Tex.—Granted Walmac petition for extension of time to and including July 22 to file exceptions to initial decision in re ch. 12.

By Commissioner Robert E. Lee

Broadcast Bureau—Granted petition for extension of time to and including July 6 to file comments on petitions to enlarge issues and grant evidentiary hearing filed by WATR Inc. and Elm City Bcstg. Corp., re transfer of control of WKNB-TV New Britain, Conn.

Broadcast Bureau—Granted petition for extension of time to and including July 21 to file exceptions to initial decision in re ch. 3, Hartford, Conn.

The Travelers Bcstg. Service Corp., Hartford Telecasting Co., Hartford, Conn.—Granted petition of Hartford Telecasting for leave to file brief in support of its exceptions re applications for ch. 3. Action taken July 1.

By Hearing Examiner William G. Butts

Mountain State Bcstg. Co., Morgantown, W. Va.—Ordered that hearing now scheduled for July 15 be continued to date to be scheduled by examiner in later order.

By Hearing Examiner H. Gifford Irion

Noble-DeKalb Bcstg. Co., Kendallville, Ind.—Granted petition for leave to amend its am application to specify DA instead of non-DA operation; and application as amended was removed from hearing docket.

By Hearing Examiner Annie Neal Huntting

WSDR Sterling, Ill.—Issued a third statement concerning prehearing conferences and order in re am application which shall govern course of proceeding, hearing on which is scheduled for Sept. 7.

WKPA New Kensington, Pa.—Granted petition for leave to amend its am application, to make certain changes as set forth in amendment.

By Hearing Examiner Herbert Sharfman

E Weaks McKinney-Smith, Paducah, Ky.—Continued hearing in re am application from July 6 to July 12.

KBOK Modesto, Calif.—Scheduled further conference for July 7 in re application for assignment of license.

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION OUR INTEGRITY PROVEN**

Check the school that others try to copy.

WILLIAM B. OGDEN

1150 W. Olive Avenue

Burbank, California

BE TAUGHT—NOT TOLD UNDERSTAND—NOT MEMORIZE

Over 1600 successful students in NINE years

WSHE Sheboygan, Wis.—Continued indefinitely prehearing exchange of exhibits and hearing scheduled for July 5 in re am application. Action of 6/30.

By Hearing Examiner Hugh B. Hutchison

WMEX Boston, Mass. — Continued hearing scheduled for July 7 to July 12 in re application for renewal of license.

By Hearing Examiner Basil P. Cooper

Issued an order governing hearing in re applications of Radio Suburbia Inc., et al., for new am stations in Hopkins-Edina-St. Louis Park, Minn., and continued hearing presently scheduled for July 8 to July 15.

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition requesting removal from hearing docket application of John Truhan for a new am station in Pendleton, Ore., and returned same to the processing line; retained in hearing application of Umatilla Bcstg. Enterprises.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of July 1

Extension of Completion Dates

Following were granted extensions of completion dates as shown: WTVW (TV) Milwaukee, Wis., 2-1-56; WMBV-TV Marinette, Wis., to 1-18-56.

Remote Control

KMMJ Grand Island, Neb., was granted authority to operate transmitter by remote control.

Action of June 30

Granted License

WBTV (TV) Charlotte, N. C.—Granted license for changes in existing tv station.

Actions of June 29

Extension of Completion Dates

Following were granted extensions of completion dates as shown: WVEC-TV Hampton, Va., to 1-4-56; KFBB-TV Great Falls, Mont., to 1-16-56.

Remote Control

Following were granted authority to operate trans. by remote control: WRNL-AM-FM Richmond, Va.; WSON-AM-FM Henderson, Ky.; WPLM North Plymouth, Mass.; KWAD Wadena, Minn., while using non-directional antenna; WCOU Lewiston, Me., WCOU-FM to change point of operation by remote control to 223 Lisbon St., Lewiston, Me.

Actions of June 28

Granted License

WLEV-TV Bethlehem, Pa.—Granted license to cover cp for tv station; ERP: visual 7.41 kw; aural 3.98 kw, ant. 600 ft.; ch. 51.

Granted Cp

WNYC-FM New York, N. Y.—Granted cp to replace permit which authorized changes in licensed station which expired 6-1-55.

Modification of License

KBRK Brookings, S. D.—Granted mod. of cp to specify studio location and operate trans. by remote control from 320 4th St., Brookings, S. D.

Extension of Completion Date

Following were granted extensions of completion dates as shown: KTVW (TV) Tacoma, Wash., to 1-15-56; WPBN-TV Traverse City, Mich., to 1-25-56; WHK-TV Cleveland, Ohio, to 1-16-56; WJHL-TV Johnson City, Tenn., to 1-28-56; WRAK-TV Williamsport, Pa., to 1-16-56; WTVN-TV Columbus, Ohio, to 1-21-56; WOR-FM New York, N. Y., to 1-1-56.

Remote Control

WHTN-FM Huntington, W. Va.—Granted authority to operate trans. by remote control.

Actions of June 27

Granted License

KRTR Thermopolis, Wyo.—Granted license for am broadcast station.

WLDB Atlantic City, N. J.—Granted license for am broadcast station.

KBRC Mt. Vernon, Wash.—Granted license covering increase in daytime power.

WFAX Falls Church, Va.—Granted license covering change in trans. and studio location and for changes in ant. system.

Granted Cp

KXLA Pasadena, Calif.—Granted cp to move trans. 200 ft. N. E. of present location.

KYW Philadelphia, Pa.—Granted cp covering changes in DA pattern.

Modification of Cp

WLLY Richmond, Va.—Granted mod. of cp for change in type trans.; change in studio location (same city) and to operate trans. by remote control from Raleigh Hotel, Richmond.

WSAY Rochester, N. Y.—Granted mod. of cp for extension of completion date to 10-1-55.

July 6 Applications

ACCEPTED FOR FILING

Remote Control

WROX Clarksdale, Miss. and WJAG Norfolk, Neb.

Modification of Cp

KFSA-TV Ft. Smith, Ark.—Seeks mod. of cp to extend completion date to 1-31-56.

WSTF Stamford, Conn.—Seeks mod. of cp to extend completion date.

KAKE-TV Wichita, Kan.—Seeks mod. of cp to extend completion date to 10-29-55.

WLAP-TV Lexington, Ky.—Seeks mod. of cp to extend completion date to 1-16-56.

KSLA Shreveport, La.—Seeks mod. of cp to extend completion date.

WABI-TV Bangor, Me.—Amended for license to maintain trans. specified in BPCT-1182 as auxiliary trans. and specify studio location as Rt. 1, Hampden, Me.

WXYZ-TV Detroit, Mich.—Seeks mod. of cp to extend completion date to 10-11-55.

KTVO (TV) Kirksville, Mo.—Seeks mod. of cp to extend completion date to 10-1-55.

KOOK-TV Billings, Mont.—Mod. of cp to extend completion date to 1-4-56.

WFMZ-TV Allentown, Pa.—Seeks mod. of cp to extend completion date to 1-29-56.

WTVQ (TV) Pittsburgh, Pa.—Seeks mod. of cp to extend completion date.

WILK-TV Wilkes-Barre, Pa.—Seeks mod. of cp to extend completion date to 10-25-55.

WOTV (TV) Richmond, Va.—Seeks mod. of cp to extend completion date to 1-16-56.

KVOS-TV Bellingham, Wash.—Seeks mod. of cp to extend completion date to 1-30-56.

WHIS-TV Bluefield, W. Va.—Seeks mod. of cp to extend completion date to 4-1-56.

WHTN-TV Huntington, W. Va.—Seeks mod. of cp to extend completion date.

WFTG London, Ky.—Seeks mod. of cp for extension of completion date.

KOPO-TV Tucson, Ariz.—Seeks mod. of cp to extend completion date to 12-1-55.

KGO-TV San Francisco, Calif.—Seeks mod. of cp to extend completion date to 10-18-55.

WICC-TV Bridgeport, Conn.—Seeks mod. of cp to extend completion date.

KFJI-TV Klamath Falls, Ore.—Seeks mod. of cp to extend completion date to 2-1-56.

KXYZ-TV Houston, Tex.—Seeks mod. of cp to extend completion date to June 1956.

WSLS-TV Roanoke, Va.—Seeks mod. of cp to extend completion date to 2-1-56.

Subsidiary Communications Authorization

WMMW-FM Meriden, Conn. and WPIC-FM Sharon, Pa.

License to Cover Cp

WGEM-FM Quincy, Ill.; KQFM (FM) Portland, Ore.; WTJS-FM Jackson, Tenn.; WILL-FM (educational) Urbana, Ill., and WABI-TV Bangor, Me.

Renewal of License

WLOI La Porte, Ind.; WELL Battle Creek, Mich.; WJMS Ironwood, Mich.; WJIM Lansing Township, Mich.; WKBZ Muskegon, Mich.; WOAP Owosso, Mich.; WCUE Akron, Ohio; WILE Cambridge, Ohio; WERE Cleveland, Ohio; WSPD Toledo, Ohio; WHHH Warren, Ohio; WKBN Youngstown, Ohio, and WEPG South Pittsburg, Tenn.

UPCOMING

JULY

July 11: Start, Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18: Start, WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.
July 22-27: National Audio-Visual Convention, Sherman Hotel, Chicago.
July 28-30: International Advertising Conference, State Parliament Bldg., Zurich, Switzerland.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri.
Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.

editorials

Business, Booms & Broadcasting

TWO years ago leading economists were sounding ominous warnings. They foresaw a break in the business boom. They advised caution.

Today, with the first half of 1955 behind us, business generally surges ahead. Secretary of Commerce Weeks predicts new production and sales records for 1955. And the economists have changed their tune to the extent of predicting that the boom will continue through 1956—at least.

Why the double-dome boys went awry a couple of years ago is not explained. We don't profess to know the answers. But we suspect they failed to take into account the part played by advertising in creating the demands for goods and services while jobs are plentiful and spendable income is at its peak.

All advertising has contributed. But there was one brand new medium—television—that got underway after World War II and did more to stimulate public spending than any other medium. Before the war, the aggregate expenditures for advertising in all media ran about $3 billion a year. This year, total advertising expenditures, according to Standard & Poor, should approximate $8.7 billion and might even reach $9 billion—the ninth consecutive record-breaking year. In 1954, they were $8.15 billion.

Television's evolution affected other media in varying degrees, but undeniably it boosted overall expenditures for advertising. Network radio, because of an inferiority complex from which it now appears to be emerging, suffered most. But local and national spot radio seem to be capitalizing on tv's advent, by selling harder and by proof of sales performance.

Without benefit of logarithmic equations, the story of tv's success in selling America's national product to Americans, thereby maintaining prosperity, is simple. It changed the whole concept of selling. Tv demonstrated as it sold. It became an ubiquitous Fuller Brush man with both feet in millions of living rooms and the product in hand. To quote C. Wrede Petersmeyer, president of KOTV (TV) Tulsa and a partner in J. H. Whitney & Co., tv "fundamentally changed the lines of communication between the manufacturer and the consumer."

Television set sales, despite the imminence of color, are far ahead of last year. (But the phenomenon of the entire electronics field continues to be radio set sales. With saturation presumably reached years ago, set sales for the first four months of 1955 totalled 1,610,000 excluding auto sets. The story in the trade is that the public doesn't bother to repair a radio set these days; it simply buys a new one.)

Every politician knows of the impact of television upon the populace (which constitutes the electorate). He knows, too, that prosperity is real and that the national product is at an all time high. But he probably is not aware of the lock-and-key relationship between our national economy and the advertising dollar—notably that spent in the broadcast media.

It behooves those identified with the broadcast media to focus the attention of our policy-makers on this relationship. It behooves them, too, to take this significant development into account in considering national policy on subscription television, which, if authorized, would compete with and seek to retard commercially sponsored television. Would this cut that line of communication between the consumer and the manufacturer which appears to be one big reason for the economic boom that has continued since World War II?

Yippe, Hiyo Tv!

TELEVISION horse operas are good for children, according to expert opinion which has been rounded up—a phrase used advisedly—by the NARTB Tv Information Committee.

It's good to have experts confirm a conclusion that we had already reached after unscientific but prolonged observation of small fry television viewers. Unvaryingly we have seen the good guys admired and the bad scorned.

True, in the head-'em-off-at-Eagle-Pass school of drama, the good guys are insufferably good and the bad unremittingly bad, but subtler concepts would be difficult for youngsters to grasp. As long as the good guys go on winning and the bad receive the punishment they earn, the television western will not hurt America's juveniles. Don't take our word; take the experts'.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's high time we livened up our livestock market reports a little!"

The Burdett Lesson

THE public confession of Winston Burdett and the condemnation of AWARE Inc. by the American Federation of Television & Radio Artists again demonstrate the dangers of the Communist conspiracy and the difficulties of resisting it without destroying the very principles which the Reds hope to undermine.

Mr. Burdett, a respected CBS correspondent since 1942, has testified before the Senate Internal Security Subcommittee that he was a Communist spy in 1940-42 but broke with the party before joining the network.

By his own admission Mr. Burdett performed an extreme disservice to the U. S. in his party years, but his recantation has obviously been complete. It was with wisdom that CBS decided to retain him after he had made a full explanation to the network and to the FBI in 1951. It would have been an easier decision for CBS to have summarily dismissed him. That the network first satisfied itself that his transformation to loyal citizen had been final and then agreed to retain him despite adverse publicity that would inevitably ensue constituted corporate courage that is not common.

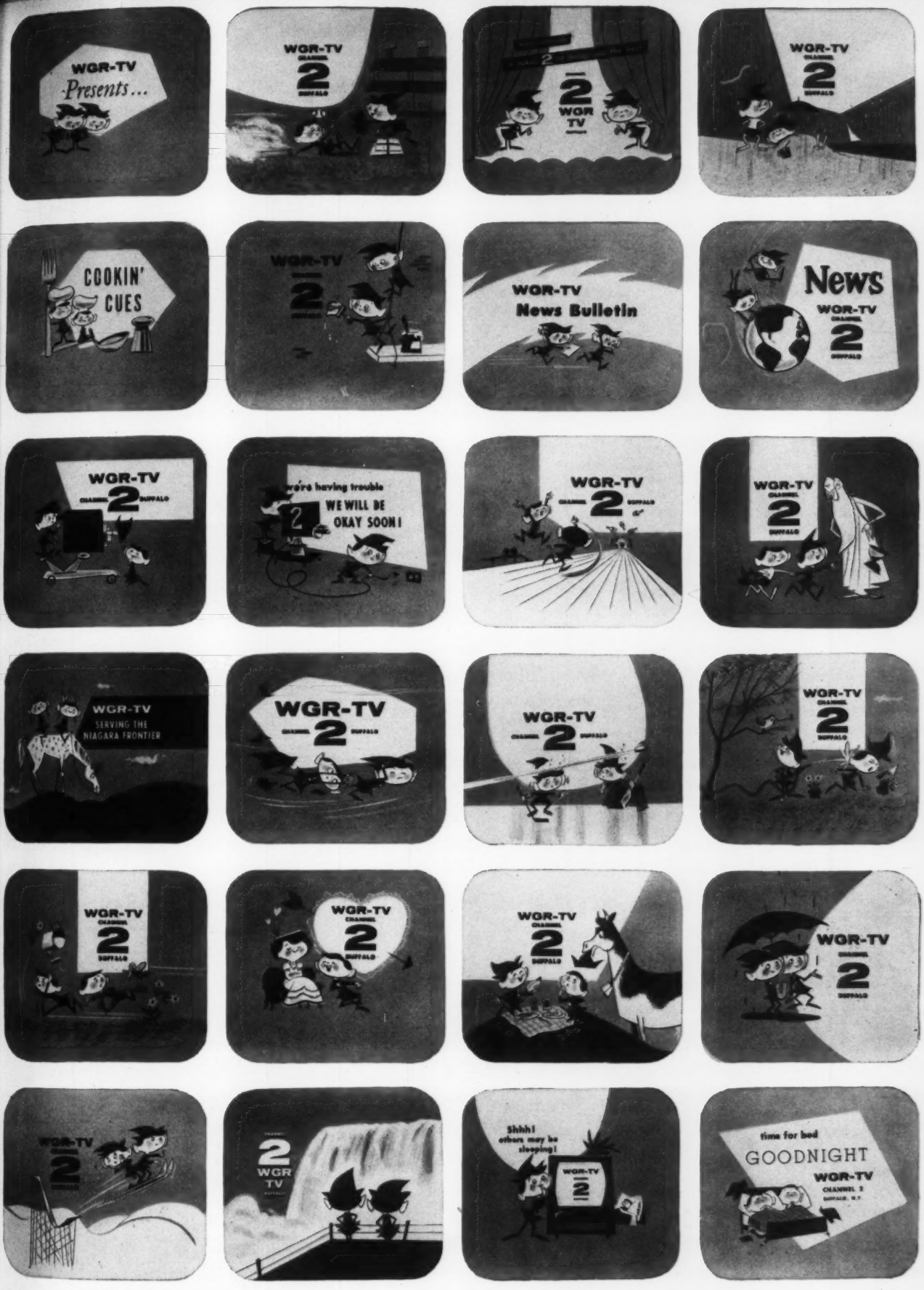
The process of Mr. Burdett's repudiation of the Reds, his investigation by the network and the FBI and, on the basis of that investigation, the network's decision to keep him represents the orderly way to treat the Communist question. A somewhat less orderly way is that represented by the wholly unofficial and not always reliable activities of AWARE Inc.

AWARE is a private organization which has taken upon itself the job of ferreting out what it calls the "Communist conspiracy" in the entertainment and communication fields. It pursues its objectives by compiling information on alleged associations with Red or Red-led causes. That sort of scattergun technique is almost as apt to hit the innocent as the guilty. It is ineffective except to create fear and distrust.

Unfortunately, the resolution opposing AWARE and adopted by a vote of 982 to 514 by AFTRA was ineffective, too. While it correctly condemned unwarranted smear attacks, it contained nothing to indicate that AFTRA, as a union, recognized the possibility that any of its members might have party ties. It smeared the smearers.

That the international Communist conspiracy has for years tried to infiltrate radio, television, the press and other fields from which it could influence the public cannot be denied; Mr. Burdett's testimony is emphatic proof of it. That these fields remain alert to the potential of Communist subversion is imperative.

Management of radio and television has a particular responsibility to screen itself and its employes. But that screening can be most effectively done without recourse to unsupported evidence and innuendo.



THE STATION WITH A PERSONALITY

Not the oldest but... the Leader

Every month since WGR-TV went on the air,
it has carried at least 8 of the top 15 shows. (Pulse)

WGR-TV CHANNEL 2

184 Barton Street, Buffalo 13, New York